NOVEMBER 20, 1959

Sales Management

PART TWO

Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS



CONVENTION FACILITIES ISSUE

EXECUTIVE'S GUIDE
to Meeting Sites, Exhibit Areas, Service Suppliers



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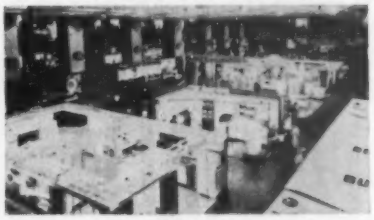

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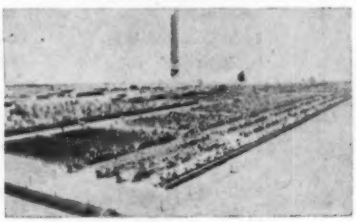

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Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

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HIGHLIGHTS

THIS ISSUE IS SPECIAL—SAVE IT

Facts in this issue are designed for executives who plan conferences, conventions, exhibits and shows. This issue is the only reference volume available on convention hotel and auditorium facilities in North America and nearby islands. In addition, it is a handy reference to sources of services and supplies for meeting and exhibit needs.

FOR QUICK BUDGET ESTIMATE

Included in data on hotels and auditoriums are rates for meeting rooms, bedrooms, meals and exhibit areas. With these rates you can make a quick estimate of major meeting costs at the sites you are considering.

AIR-RAIL LINES TO MEETING SITES

Airlines and railroads that serve each of the 900 hotels listed in this facilities guide are shown for each city. This is a speedy travel reference for both meeting and exhibit plans (and for personal travel as well).

NEW AND REVISED DATA

All facts on hotels, auditoriums, service organizations and suppliers are entered their respective cities. Data has been updated, revised and expanded. Every effort has been made to provide complete and accurate facts on meeting and exhibit sites. We can assume no liability, however, for error or omission.

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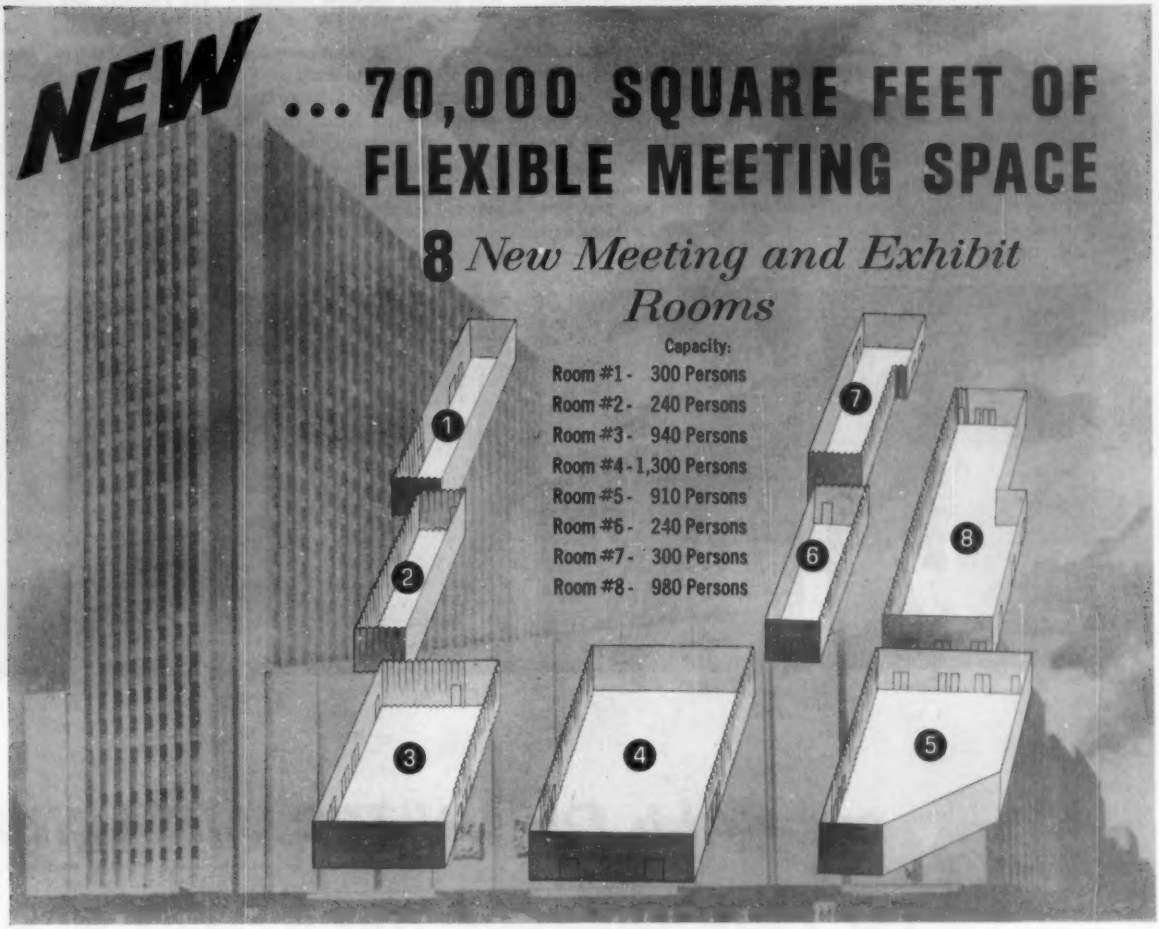
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Coliseum Exhibition Corp., Columbus Circle, New York, N. Y. Phone: PLaza 7-5000

M. M. MATHEWS, Manager Convention Sales, Chicago

United's manager of convention sales in United's general sales office, Mr. Mathews is in charge of the development and functional supervision of United Air Lines' Convention and Company Meeting Sales Program, and co-ordinates all sales activities in connection with national convention and company meeting sales programs.

JERRY FASSETT, District Convention Sales Representative, Chicago

In key cities are United's district Convention Sales representatives like Jerry Fassett, working closely with association and company sales executives, arranging air travel to conventions, company meetings and post-convention business or vacation tours. They will help select meeting sites, staff convention travel desks.

JOHN GRAHAM, Convention Telephone Sales Agent, New York City

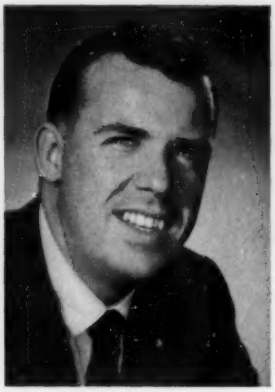
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BILL O'DONNELL, Area Superintendent, Sales Promotion

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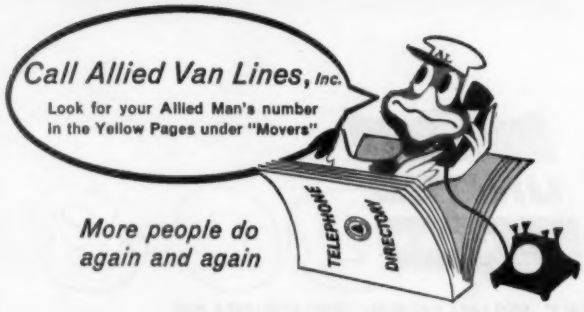
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Key to Airline Abbreviations

These abbreviations for airlines are used throughout this Convention Facilities Issue. (Transportation lines are listed under each city.)

AAA—Allegheny
AAL—American
BAL—Bonanaza
BNF—Braniff
CAL—Continental
CAP—Capital
CEN—Central
CPA—Canadian Pacific
DAL—Delta
EAL—Eastern
FAL—Frontier
LCA—Lake Central
MOH—Mohawk
NAL—National
NOR, NCA—North Central
NEA—Northeast
NWA—Northwest
OZA—Ozark
PAA—Pan American
PAI—Piedmont
PAL—Pacific
PNA—Pacific Northern
SOU—Southern
TTA—Trans Texas
TCA—Trans Canada
TWA—Trans World
UAL—United
WCA—West Coast
WAL—Western



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EAST

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(For convention information about Sheraton Hotels in Sioux City and Cedar Rapids, Iowa; Sioux Falls and Rapid City, South Dakota, see the listings in this issue and contact Max Richmond, District Sales Mgr., 200 Fleming Bldg., Des Moines, Iowa.

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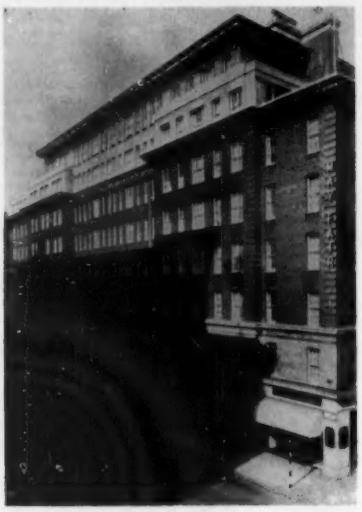
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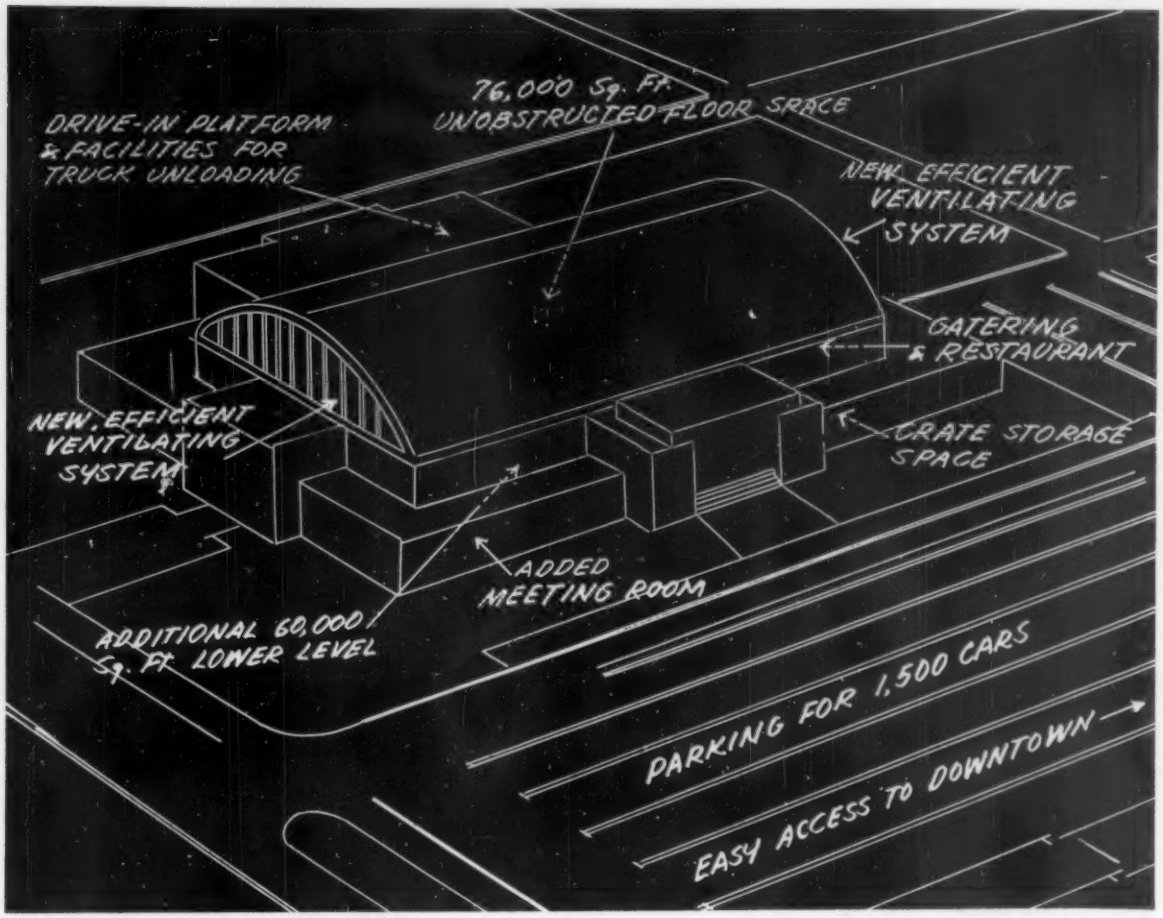
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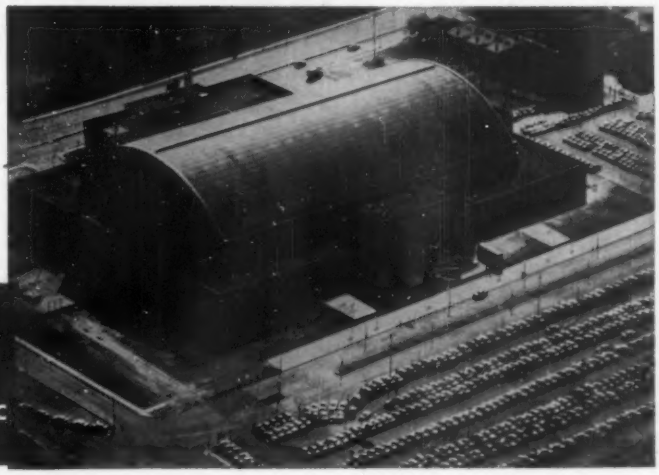
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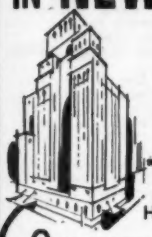
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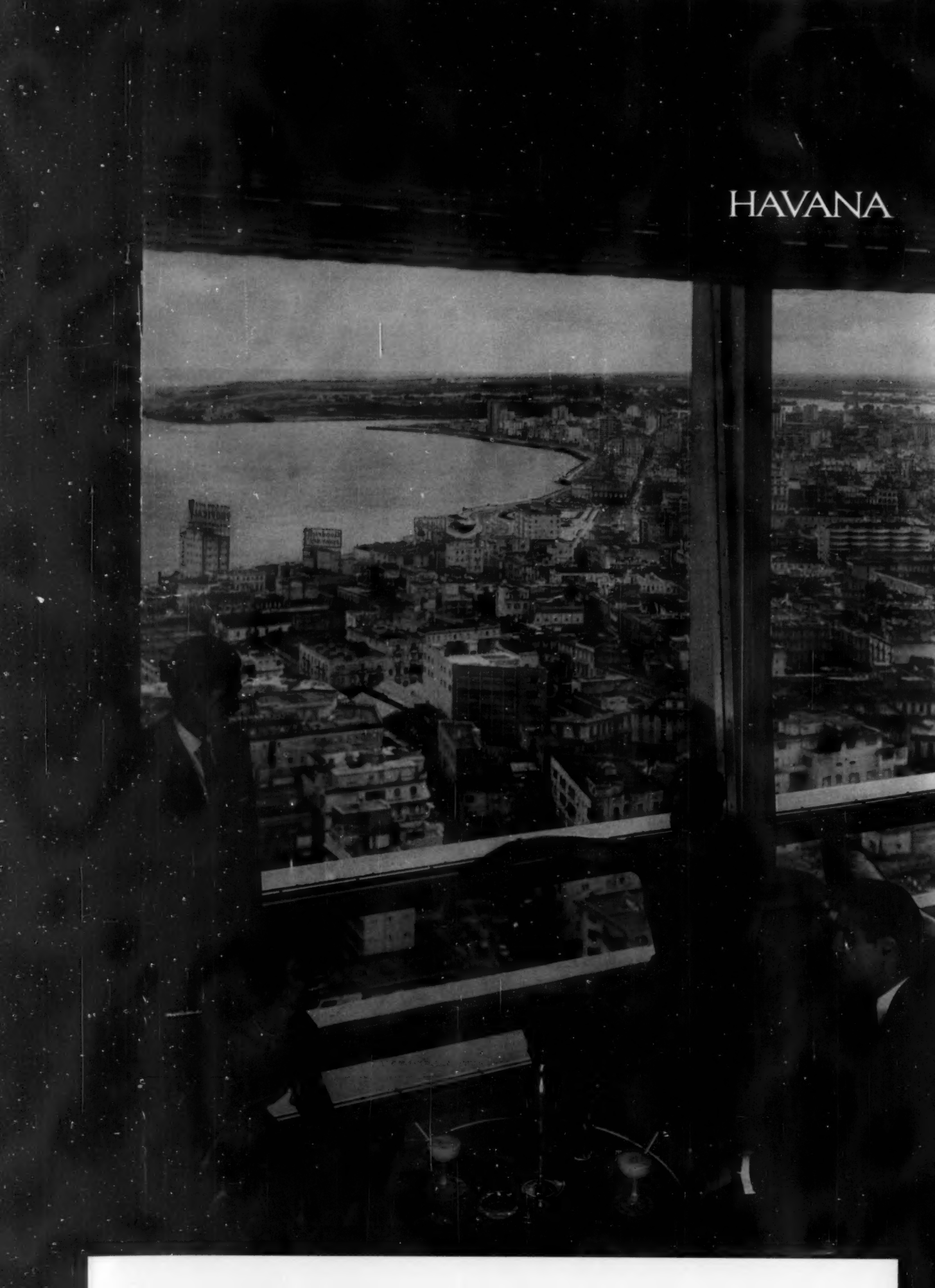
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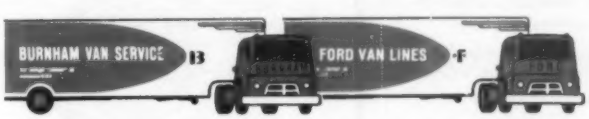
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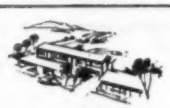
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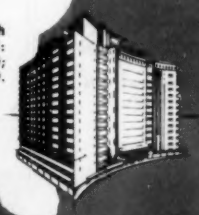


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El Panamá Hilton

MONTREAL, Canada
The Queen Elizabeth (a C.N.R. Hotel)

ISTANBUL, Turkey
The Istanbul Hilton

WEST BERLIN, Germany
The Berlin Hilton

CAIRO, Egypt, U.A.R.
The Nile Hilton

MEXICO CITY, Mexico
The Continental Hilton

ACAPULCO, Mexico
Las Brisas Hilton

HAVANA, Cuba
The Habana Hilton

HILTON HOTELS UNDER CONSTRUCTION

In Pittsburgh, Pa. (opening 1959) • Denver, Colo. (opening 1960) • San Francisco, Cal. • Portland, Ore. • Tarrytown, N. Y. • Aurora, Ill. El Paso, Texas • Port-of-Spain, Trinidad, W. I. • Athens, Greece

Hilton Hotels AROUND THE WORLD

CONRAD N. HILTON, PRESIDENT • EXECUTIVE OFFICES • THE CONRAD HILTON, CHICAGO 5, ILLINOIS



TRAVEL INCENTIVE "ENGINEERING" MOVES MERCHANDISE AND MEN

IT'S not "where shall we go this year?" It's not "what can we offer now?"

How often has your sales campaign planning conference begun with such pointless discussion?

Incentive and convention specialist, Martin Iger, realized long ago that a more scientific approach to sales incentives is needed. The service he developed is best defined as incentive engineering.

Market Research Techniques Surveyed Depth Interviews First Used By Iger in 1932 Determined:

A — Motivations that make men react.

B — Merchandising programs that are acceptable, attainable and sensible.

Results were immediate; sales soared, so did enthusiasm for Iger engineered promotions.

Exclusively Travel

Travel has more universal appeal than any other form of incentive, Iger research proved. That's why he uses it exclusively in creating a campaign theme. Yet travel is only a tool — it's the promotion based on insight to salesman and dealer motivation which counts.

What Do You Want To Sell?

There is no set formula. Market conditions, type of goals and geographic areas require different approaches. Before any recommendations, a detailed survey of preferences is conducted among dealers and distributors. Conferences with your distribution channels will determine quotas and goals — never a budget where percentage of flow of goods will determine the expenditure. Here's where the service of Martin B. Iger & Company differs from agencies offering packaged incentive plans.

Free Trip Not Enough Incentive

To motivate the average salesman, a free trip to some exotic spot on the globe is not enough of an incentive. It may even look like just another gimmick unless you promote it vigorously and wisely.

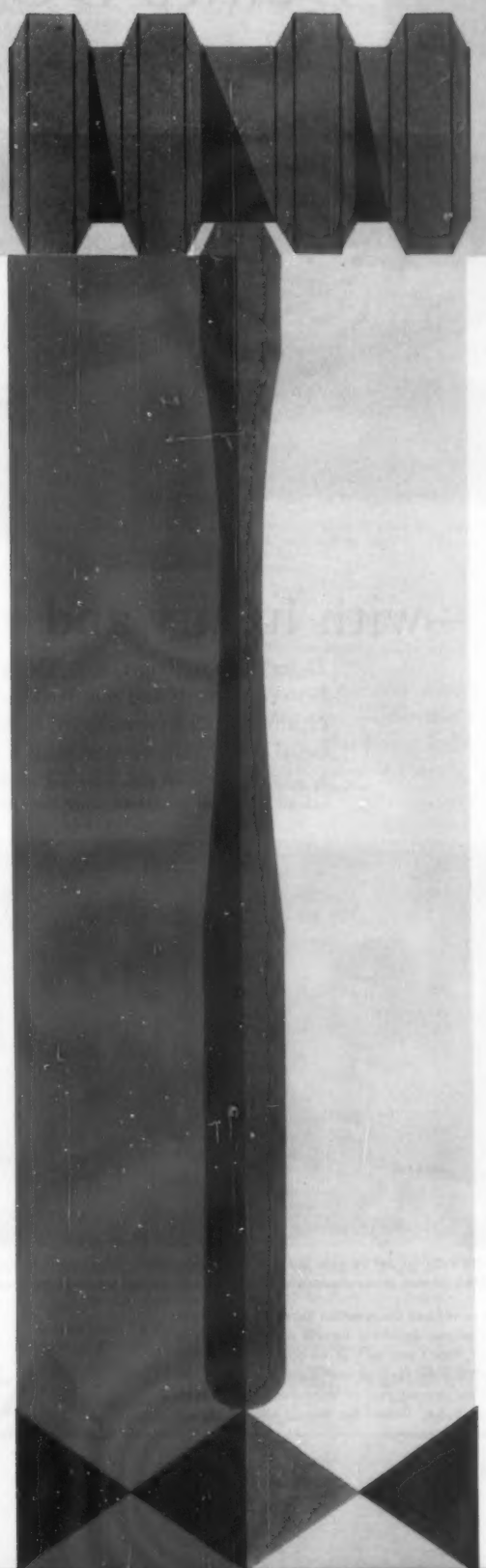
Experience gained through working with some of the leading users of incentive travel enables Iger to develop plans which emphasize achievement — and which are reasonably easy to achieve!

If you want this recognized authority on incentive travel promotions to design and produce your next sales campaign, write or wire main office.

Martin B. Iger & Company
1475 Broadway
New York 36, N. Y.

Hotel and Auditorium Facilities

Section 1



1 Hotels and auditoriums are listed alphabetically under the cities in which they are located. (HSMA) after hotel name indicates membership in Hotel Sales Management Assn.

2 Cities are listed alphabetically under their respective states. (Transportation lines to city and convention bureau are listed under each city.)

3 States are listed alphabetically. They are followed by Canadian provinces.

4 U. S. island possessions follow Canada. These are followed by British West Indies, Cuba, Dominican Republic, Haiti, Mexico and Panama.

Delta's DC-8 Jets Link 7 Great Convention Cities



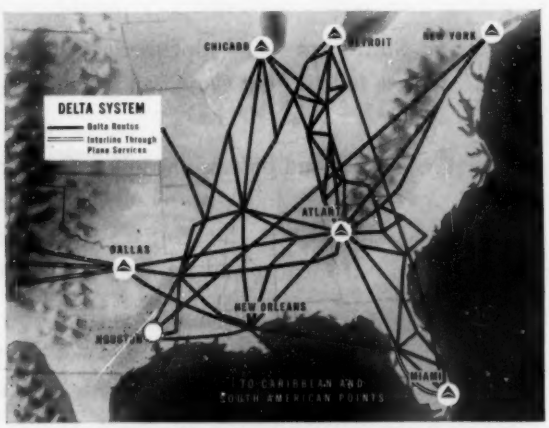
–with luxury and economy on every flight

Delta's magnificent new DC-8's have pioneered jet speed and comfort between North and South. The DC-8, planned for *passengers* from its inception, sets a new standard of luxury for first class travel and also provides equal speed plus economy in a thrifty supercoach section on every flight.

As additional aircraft deliveries and availability of adequate airport facilities permit, Delta will extend its jetliner service to many more cities in addition to those shown on the route map below.



Delta's Royal Jet Service features luxurious reclining seats with individual tables, champagne luncheons and dinners in first class; hot meals in supercoach.



Sample flight times: Atlanta-New York, 108 min.; Chicago-Miami, 2 hrs. 47 min.; Dallas-Atlanta, 100 min.; Detroit-Miami, 2 hrs. 46 min.

Personalized Convention Service: Your organization can definitely benefit by utilizing Delta's PCS. Won't you give us an opportunity to demonstrate our helpfulness? Call the Delta Sales Office nearest you, or write Supervisor Convention Sales, Delta Air Lines, Atlanta Airport, Atlanta, Georgia.

DELTA AIR LINES

ALABAMA

BIRMINGHAM

Railroads: C. of Ga.; L. & N.; S.A.L.; So. Ry.; Frisco; Ill. Cent.; A.G.S.; A.C.L.; G.M. & O.; Bir. So.; Bir. Belt
Airlines: CAP, DAL, EAL, SOU

CONVENTION BUREAU

Convention & Travel Department
1914 6th Ave., North (3)
Lowell S. Hamilton, Manager

AUDITORIUM

Municipal Auditorium

1928 8th Ave. (Phone: FA 2-6597)

Manager: Fred McCallum
Exhibit Areas: 31,000 sq. ft.; 20,000 Main Auditorium; 11,000 sq. ft. exhibit hall
Rental Fees: On Application
Floor Load: Unlimited
Ventilation: Air conditioned
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10.5 ft. by 10.5 ft.
No. Elevators and Capacities: One, 10,000 lbs.
Columns: None
Utilities: AC 120-280 current, gas, water
Loading Facilities: Elevated doors and hand trucks; railroad 150 ft. behind building
Storage Areas: Ample
Meeting Rooms and Capacities: Six; three-25; one-35; one-50; one-300
Parking Facilities: 1,000 car lot
Distance from Business District: Three blocks

The Dinkler-Tutwiler Hotel (HSMA)

See Advertisement, Page 38

2005 5th Ave. N. (Phone: Alphine 2-8161; Telegraph: FGM)
Manager: Ira M. Patton, Vice Pres.
Sales Manager: Richard Thomas
Convention Season: All year
Largest Group Accommodated: 500 (275 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00; Double: 8.50-17.00; Suites: 30.00, European Plan
No. Mtg. Rms. & Capacity of Largest: 8 (1800)
No. Banquet Rms. & Capacity of Largest: 8 (1300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rm.: Open to agreement
Charges for Exhibit Areas: Open to agreement
Net Exhibit Space: 8,250 sq. ft. on one floor; separate area
Audio-Visual Aids: PA system, spotlights, film projectors rental agency
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Holiday Inn

See Advertisement, Page 15

4301 Bessemer Hway (Phone: HAmilton 5-4352)

Manager: Louis P. Woods
Convention Season: From Labor Day to June 1st
Largest Group Accommodated: 175 (50 rooms, 5 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 6.50-12.00; Double: 9.00-14.00; Suites: 16.00-30.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00-50.00; allowance of 1.00 per bedroom occupied per day
Charges for Exhibit Areas: 15.00-50.00; allowance of 1.00 per bedroom occupied per day
Net Exhibit Space: 3,280 sq. ft. on one floor
Audio-Visual Aids: Blackboard, lighted speakers rostrum, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, badminton, croquet, shuffleboard, golf putting green, ping pong, carpet golf

Pick-Bankhead Hotel

2300 - 5th Ave. N. (Phone: ALpine 1-3231; Telegraph FTK)
Manager: Gene White
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 13 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-8.50; Double: 7.50-10.00; Suites: 19.00 up. European
No. Mtg. Rms. & Capacity of Largest: 10 (100)
No. Banquet Rms. & Capacity of Largest: 10 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Audio-Visual Aids: Spotlights
Stage: Available

Thomas Jefferson Hotel

2nd Ave. & 17th St. (Phone: AL 2-7141)
Manager: Nat D. Hurdle
Sales Manager: Neil Terrell
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 12.00; Double: 7.00 to 13.00; Suites: 18.00 to 25.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (750)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Net Exhibit Space: 6,000 sq. ft. on one floor
Charges for Exhibit & Mtg. Rms.: 25.00 to 100.00
Audio-Visual Aids: PA system, stage

MOBILE

Railroads: L. & N.; So. Ry.; G.M. & O.; A.T. & N.
Airlines: CAP, EAL, NAL, SOU

Admiral Semmes

251 Government St. (Phone: Hemlock 3-2771)
Manager: Frank C. Drane
Sales Manager: C. S. Hill
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-8.00; Double: 8.00-12.00; Suites: 17.50-25.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (800)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: None
Audio-Visual Aids: PA system, spotlights, film projectors rental agency
Stage: Available

The Battle House (HSMA)

26 N. Royal St. (Phone: HE 2-0531; Teletype MO 592)
Manager: B. C. Counts
Convention Season: Not during February & March
Largest Group Accommodated: 300 (150 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00; Double: 8.00-15.00; Suites: 20.00 up. European
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1-2.50; Lunch: 2-4; Dinner: 2.50-6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if meals served
Audio-Visual Aids: PA system, spotlights, film projectors rental agency
Stage: Available

MONTGOMERY

Railroads: A.C.L.; C. of Ga.; L. & N.; G.M. & O.; S.A.L.; W. of A.
Airlines: DAL, EAL

AUDITORIUM

Alabama State Coliseum

P.O. Box 7026 (Phone: 5-2341)
Manager: Aubrey H. Fleming
Exhibit Areas: Arena, 33,000 sq. ft.; concourses, 60,000 sq. ft.
Rental Fees: Minimum $300 to $500 per day, includes utilities and janitor service, storage of exhibits before show
Ventilation: Air cooled
PA System: Yes
Ceiling Height: 100 ft.
Columns: None
Dimensions, Opening to Exhibit Hall: 2 doors, 18 by 18 ft.
Current and Utilities Available: Unlimited
Railroad Sidings: For 8 cars
Loading Facilities: Fork lift
Location, Size of Storage Areas: Two rooms, 50 ft. by 60 ft.
Number of Meeting Rooms and Capacities 8 (30 to 200)
Facilities for Food Functions: Banquet for 1,500
Parking Facilities: 4,500 cars
Distance from Business District: 3 miles

To get things done... and have more fun
COME TO POINT CLEAR,
YOUR PRIVATE PLEASURE-LAND!



Grand Hotel
POINT CLEAR, ALABAMA

NEW LAGOON ROOM
SKYLOUNGE
LAKEWOOD CLUB
CHAMPIONSHIP GOLF COURSE
DEEP-SEA CRUISERS
SWIMMING POOL AND WHITE SAND BEACH

Distinguished cuisine and service, plus luxurious comfort and the privacy of a 350-acre estate have established Grand Hotel as a favorite resort for discriminating guests. 100% air conditioned. Add to these features the finest of meeting rooms and you have all the facilities you could ask for a successful, enjoyable meeting! Available all year, except March and April.

Maximum 200 persons (120 double rooms and suites)

For Convention Information Kit, write James M. Pope, Resident Manager

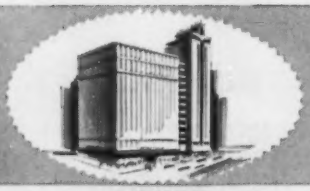
GRAND HOTEL • POINT CLEAR, ALABAMA

Murray Stevenson, Vice President

Owned and operated by Southern Industries Corporation, Mobile, Ala.

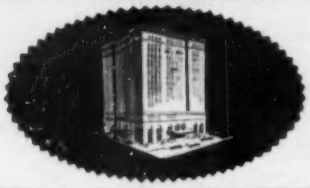
4 INCOMPARABLE CONVENTION & SHOW CENTERS IN THE SOUTH

★ Central Locations—excellent transportation accessibility
★ Flexible meeting and display space arrangements
★ Heavy duty elevators and power facilities ★ The latest visual and acoustical devices
★ Excellent banquet facilities and service
★ Guest rooms with modern decor. T.V. ★ All hotels 100% air conditioned
★ Ample garage facilities ★ Superb restaurants



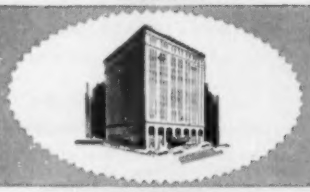
DINKLER PLAZA...ATLANTA, GA.

Meeting capacities	25 to 2000
Banquets	to 1500
Dances	to 2000
Guest Rooms	600



DINKLER-TUTWILER...BIRMINGHAM, ALA.

Meeting capacities	25 to 1800
Banquets	to 1300
Dances	to 1800
Guest Rooms	450



DINKLER-JEFFERSON DAVIS...MONTGOMERY, ALA.

Meeting capacities	15 to 350
Banquets	to 275
Dances	to 300
Guest Rooms	250



DINKLER-ANDREW JACKSON...NASHVILLE, TENN.

Meeting capacities	40 to 400
Banquets	to 350
Dances	to 300
Guest Rooms	400

WRITE SALES MANAGER AT THE HOTEL OF YOUR CHOICE FOR COMPLETE CONVENTION BROCHURE.

THE TRUE STANDARD OF FINE INNKEEPING

DINKLER HOTELS



CARLING DINKLER
President

CARLING DINKLER, JR.
Vice Pres. & Gen. Mgr.

ALABAMA

Montgomery continued

Dinkler-Jefferson Davis Hotel

See Advertisement, Page 38

348 Montgomery St. (Phone: Amherst 2-5251)
Manager: Charles A. Dionne
Sales Manager: Mrs. Dolly Pettus
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-10.50; Double: 7.75-12.50; Suites: 26.00
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.00 up; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: 10.00 to 125.00
Net Exhibit Space: 8,000 sq. ft., including 5,720 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors, blackboard, portable screen
Stage: Available
Sports Facilities: Tennis, golf, swimming, horseback riding
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Whitley Hotel

Montgomery St. (Phone: Amhurst 2-6461; Teletype: MG-6023)
Manager: Mark L. Grable
Sales Manager: Thomas A. Bell
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-8.50; Double: 8.00-12.00; Suites: 20.00-35.00
No. Mtg. Rms. & Capacity of Largest: 7 (1,200)
No. Banquet Rms. & Capacity of Largest: 7 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Depends on requirements
Net Exhibit Space: 8,000 sq. ft. on two floors, separate area
Audio-Visual Aids: PA system, spotlights, film projectors available next door
Stage: Available

POINT CLEAR

Railroads: L. & N.; G.M. & O.

Grand Hotel (HMSA)

See Advertisement, Page 37

(Phone: WAverly 8-9201)
Gen. Manager: Murray Stevenson
Sales Manager: James M. Pope
Convention Season: All year except March & April
Largest Group Accommodated: 230 (115 rooms, 25 parlors)
Air Conditioning: Entire hotel
Convention Rates: June 1-Sept. 30, Nov. 16-Feb. 14 — Single: 22.00-24.00; Double: 32.00-34.00 Suites: 40.00-45.00. Feb. 15-May 31, Oct. 1-Nov. 15 — Single: 28.00-30.00; Double: 36.00-38.00; Suites: 43.00-48.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 5.00
Net Exhibit Space: 1,500 sq. ft.
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 16mm sound projector. Most types available locally on rental basis
Sports Facilities: Golf, tennis, swimming, bowling on green, fishing, sailing, croquet, badminton quoits, cycling
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

ARIZONA

CHANDLER

Railroads: So. Pac.
Airlines: Served through Phoenix

San Marcos Hotel (HSMA)

See Advertisement, Page 39

(Phone: Yorktown 3-6655)
Manager: John H. Quarty
Convention Season: Nov. to Jan. 20, from Apr. 1 to May 19
Largest Group Accommodated: 300 (155 rooms and 15 suites available)
Convention Rates: Single: 20.00 to 22.00; Double: 38.00; Suites: 12.00 extra. American
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Rates for Meals: Breakfast: 2.00· Lunch: 3.00; Dinner: from 4.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft.
Audio-Visual Aids: Projector for 16mm film and screen, PA system, stage, spotlights
Sports Facilities: Golf, swimming, tennis, shuffleboard riding
Hotel Representatives: Robert F. Warner, Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

GRAND CANYON

Railroads: A.T. & S.F.
Airlines: BAL (seasonal), FAL to Flagstaff

El Tovar and Bright Angel Lodge

See Advertisement, Page 39

South Rim (Phone: Grand Canyon 40)
Manager: Fred W. Witteborg
Convention Season: October 1 to April 30 (except Easter week)

THE San Marcos HOTEL, BUNGALOWS & COUNTRY CLUB

LET'S TAKE A LOOK AT THIS UNUSUAL ARIZONA PICTURE
(in the Greater Phoenix Area)

- One of the most effective meeting sites in the resort field.
- Finger-tip control in timing your meetings—social events—off-hours recreation.
- Our own private 6800-yard 18-hole golf course. The only all-green course in Arizona.
- Our turquoise-blue heated swimming pool, with its coral-pink patio for dining al fresco.
- New air-conditioned conference rooms.
- All new stables and corral on 1400 acres of desert, with excellent horses for trail riding, cook-outs, Western entertainment.
- Exceptionally attractive programs for the ladies, including health and beauty salon—fashion shows—Suite 21.
- A skillfully trained, convention-minded staff assures a most successful meeting to groups up to 300.

Season November to May

John H. Quarty, *President, Co-owner*

The sunny Southwest AND ITS FAMOUS



Fred Harvey HOTELS

for a different meeting!

La Fonda IN OLD SANTA FE, NEW MEXICO

The Alvarado IN ALBUQUERQUE, NEW MEXICO

Grand Canyon HOTELS
EL TOVAR, BRIGHT ANGEL LODGE AND YAVAPAI LODGE, ARIZONA

Death Valley HOTELS
FURNACE CREEK INN AND FURNACE CREEK RANCH, CALIFORNIA

Write to Manager or: Monte S. Gordon, Fred Harvey, 530 West 6th Street, Los Angeles 14, California. MAdison 7-8048

Arizona's Country Club Resort for

GROUPS

Accommodations for 185 guests in a secluded club-like atmosphere only 15 miles to Phoenix. An oasis in the Valley of the Sun. Magnificent 18 hole golf course and other sports. 3740' Paved Airstrip. Superb food and well-trained service. Variety of meeting and conference rooms.

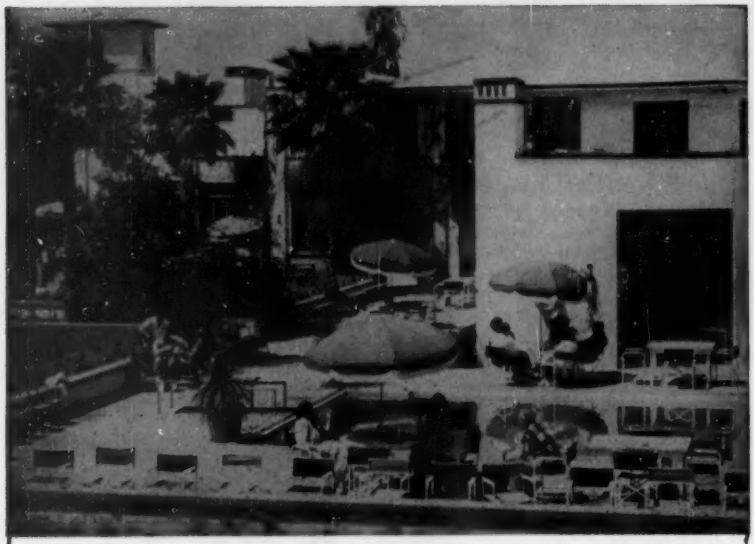
Season: November 1 to May 15

THE WIGWAM
INN, COUNTRY CLUB, BUNGALOWS
LITCHFIELD PARK — ARIZONA
Reade Whitwell, Mgr.

Telephone **WEstport 5-3811**

NATIONAL REPRESENTATIVES:
GLEN W. FAWCETT, Inc.
Los Angeles ..... MAdison 6-7581
San Francisco ..... YUkon 2-6905
(Toll free from East Bay ENterprise 1-0450)
Seattle ..... MUtual 2-1981
Dallas ..... RIverside 1-6814

ROBERT F. WARNER, Inc.
New York ..... MUrray Hill 2-4300
Chicago ..... RAndolph 6-0625
Washington ..... REpublic 7-2642
Boston ..... LAfayette 3-4497
Toronto ..... EMpire 3-2693



PARADISE INN

Phoenix, Arizona

IDEAL FOR SALES MEETINGS & CONVENTIONS

Nestled at the foot of picturesque Camelback Mountain, just nine miles from Phoenix, Paradise Inn is the outstanding inn in the Valley of the Sun.

NEW BEAUTIFUL EIGHTEEN HOLE all grass

GOLF COURSE — watered fairways — walk out from your cottage on to the golf course.

Nine holes designed for the "Coronary golfers". The other nine sportier, even to sinking a putt and driving off the side of Camelback Mountain.

SUPERB FOOD — Breakfast trips and moonlight steak frys on the desert over an open fire.

ALL SPORTS AVAILABLE — putting greens — tennis, riding, heated swimming pool, square dancing, sightseeing trips.

The nearest inn to Scottsdale—the "WEST'S MOST WESTERN TOWN", with the most interesting shops and stores for every occasion.

PARADISE INN offers warm hospitality and every facility for a successful and memorable convention.

MEETING ROOMS to accommodate various size groups up to 500.

An Oasis of Luxury in the Sun Filled Desert

OCTOBER 15 to MAY 1

Write Pat Ryan — 808 N. Michigan, Chicago

Superior 7-3933

ARIZONA

Grand Canyon continued

Largest Group Accommodated: 300 (149 rooms available)
Convention Rates: Single: 5.00 to 7.50; Double: 7.00 to 14.00; Suites: to 25.00; Deluxe Cabins: 10.00 to 12.00
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: 1.50; Lunch: 1.50 to 2.00; Dinner: 2.00 to 3.50
Liquor: Served in hotel. Portable bar for cocktail parties
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,962 sq. ft. 2,720 sq. ft. on one floor
Audio-Visual Aids: Admatic slide viewer, 35mm motion picture projector, PA system, stage
Sports Facilities: Fishing, hiking, mule trips into the Canyon

LITCHFIELD PARK

Railroads: So. Pac.
Airlines: Served through Phoenix

The Wigwam (HSMA))

See Advertisement, Page 39

(Phone: WEstport 5-3811)
Manager: Reade Whitwell
Convention Season: October to May 15, except February & March
Largest Group Accommodated: 185 (55 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 20.00-24.00; Double: 34.00-36.00; Suites: 8.00 additional. American
No. Mtg. Rms. & Capacity of Largest: 10 (250)
No. Banquet Rms. & Capacity of Largest: 3 (275)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm sound, slide, easles
Stage: Yes (10 by 30 ft.)
Sports Facilities: Golf, riding, pool, tennis, putting greens, shuffleboard, croquet

PHOENIX

Railroads: So. Pac.; R.I.; A.T. & S.F.
Airlines: AAL, BAL, FAL, TWA, WAL

CONVENTION BUREAU

Convention Bureau
Chamber of Commerce
Elmer Ferrall, Manager

Arizona Biltmore

(Phone: AM 5-4771)
Manager: George Lindholm
Convention Season: Nov. 1 to Jan. 15, Apr.
Largest Group Accommodated: 400 (200 rooms and 25 suites available)
Convention Rates: Single: 35.00; Double. 48.00; Suites: 70.00-83.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Liquor: Served in hotel
Audio-Visual Aids: Spotlights, stage, screen
Sports Facilities: Swimming pool, tennis, 18-hole golf course, horseback riding

Arizona Manor

2390 E. Camelback Road (Phone: AM-62431, Tele: FAX)
Directing Manager: Jack Kogen
Manager: Norman Kogen
Convention Season: All year
Largest Group Accommodated: 125 (80 rooms 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: $16.00 per person; Suites, $20.00 American
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (220)
Group Meal Rates: Breakfast: .75-1.75; Lunch: 1.00-2.50; Dinner: 2.50-4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8 & 16mm projector
Stage: Available
Sports Facilities: Golf, swimming, racing, riding

TWA puts wings on convention planning



PHOENIX • LAS VEGAS • TUCSON

The Southwest is perfect for these business or holiday get-togethers. And TWA offers the ideal way to fly there. With superb Jets and Skyliners, TWA serves 70 U. S. cities.

Highly trained TWA Convention Bureau specialists are at your disposal. Ready to help you choose facilities best suited to make your meeting an outstanding success . . . ideal locations . . . accommodations for large or small groups . . . suggestions for fun and recreation.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office now. Or write: Herb Lynn, Convention Sales Manager, TWA, 380 Madison Avenue, New York 17, New York.

FLY THE FINEST... FLY TWA USA • EUROPE • AFRICA • ASIA

ARIZONA

Phoenix continued

Camelback Inn

See Advertisement, Page 42

Lincoln Drive (Phone: Whitney 5-8441)
Manager: Jack Stewart
Convention Season: Oct.-Jan.-early May
Largest Group Accommodated: 250 (130 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, 16mm slide projector
Stage: 6 ft. x 24 ft.
Sports Facilities: Golf, tennis, swimming, riding
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

Jokake Inn

6000 E. Camelback Road (Phone: WHitney 5-6301)
Manager: E. D. Bailey
Convention Season: Nov. 1 to May 1
Largest Group Accommodated: 212 (100 rooms 6 suites available)
Convention Rates: Nov.-Jan.: Single: $20. Double: $32. Suites: $20. Jan.-May: Single: $28. Double: $40. Suites. $25. American
No. Mtg. Rms. & Capacity of Largest: 3 (475)
No. Banquet Rms. & Capacity of Largest: 4 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: Rm. for 5 or 6, 8' x 10' spaces, on one floor
Audio-Visual Aids: PA system, spotlights, 16mm film projector
Stage: Available
Sports Facilities: Pool, tennis, golf putting, horseback riding in desert, 18-hole golf course where play can be started on the Inn premises
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Paradise Inn

See Advertisement, Page 40

6150 E. Camelback Rd. (Phone Whitney 5-8491)
Manager: Don Davis
Convention Season: Oct. 15-Jan. 20, April
Largest Group Accommodated: 500 (80 rooms at Paradise Inn with living quarters available at adjoining Jokake Inn)
Air Conditioning: Banquet rooms
Convention Rates: Single: 20.00; Double: 36.00. American.
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,334 sq. ft.
Audio-Visual Aids: 16mm projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Tennis, shuffleboard, putting, croquet, 18-hole golf course, riding
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc., Oliver-Kermit Hotel Associates, Inc. (see pg. 29)

Hotel Westward Ho (HSMA)

See Advertisement, Page 42

618 N. Central (Phone ALpine 3-2181; Telegraph: PX-287)
Manager: Fred C. Lessing
Sales Manager: John C. Stough
Convention Season: All year except February & March
Largest Group Accommodated: 750 (250 rooms. 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-13.00; Double: 12.00-17.00; Suites: 25.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (1500)
No. Banquet Rms. & Capacity of Largest: 13 (1500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 per booth or total room rental
Net Exhibit Space: 12,381 sq. ft. all on one floor, separate area
Audio-Visual Aids: PA system, spotlights, motion picture screens
Stage: Available
Sports Facilities: Swimming, pool, golf nearby, dog racing & horse racing in season (Fall & Winter months)

SCOTTSDALE

Railroads: So. Pac., Santa Fe (to Phoenix)
Airlines: AAL, BAL, FAL, TWA, WAL (to Phoenix)

Casa Blanca Inn (HSMA)

P.O. Box 188 (Phone: WHitney 5-6391)
Manager: Royal W. Treadway
Sales Manager: Royal W. Treadway
Convention Season: Nov., Dec., Jan., Apr., and May
Largest rGoup Accommodated: 80 (42 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 28.00; Double: 40.00; Suites. 46.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm projectors
Stage: Available
Sports Facilities: All sports
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

TUCSON

Railroads: So. Pac.
Airlines: AAL, FAL, TWA

CONVENTION BUREAU

Convention Bureau
420 W. Congress St.
Mrs. Elsie A. Keefe, Secretary

El Conquistador

East Broadway (Phone: EA 5-2611)
Manager: Dick Schofield
Sales Manager: Sadie L. Lark
Convention Season: April through December
Largest Group Accommodated: 130 (70 rooms, 5 suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 8.00-14.00; Double: 12.00-20.00; Suites: 18.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 to 100.00
Charges for Exhibit Areas: 25.00 to 100.00
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm. projector, screen
Stage: Yes (12 by 15 ft.)
SportsSports Facilities: Heated pool, golf, horseback riding nearby

Pioneer Hotel

80 N. Stone Ave. (Phone: 2-6441)
Manager: J. M. Procter
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 6 suites available)
Convention Rates: Single: 8.00; Double: 10.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: from .75; Lunch: from 1.10; Dinner: from 2.10
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, stage
Sports Facilities: Golf privileges at clubs

Santa Rita Hotel

Scott at Broadway (Phone: MAin 3-0551)

The Southwest's most popular Meeting Place

Your visit to Phoenix, for pleasure or for business, will be more enjoyable with the Westward Ho as your headquarters.

Entire hotel air conditioned by refrigeration.
500 delightful rooms and patio suites.
Dining room, coffee shop, cocktail lounge.
Palm-shaded patio and pool.
Meeting rooms for groups of 5 to 1500 persons.
Complete convention service department.
Central location — ample parking.
Open the year around.

The Westward Ho's new Thunderbird Room seats 1500, dines 1200. Theatre stage. Street level doors for display deliveries.



HOTEL WESTWARD HO
Phoenix, Arizona

In all the world there is only one

Camelback Inn

for Sales Meetings and Conventions

PHOENIX, ARIZONA

Golf at adjoining Paradise Valley Country Club



Season: OCTOBER 6 TO MAY 6
Jack Stewart Manager

Chicago	MOhawk 4-5100	Washington	EXecutive 3-6481
Detroit	WOodward 2-2700	Los Angeles	DUnkirk 8-1151
New York	Circle 7-6940	San Francisco	EXbrook 7-2717

Beautiful Modern Meeting rooms accommodating groups up to 250

ARIZONA

Phoenix continued

Camelback Inn

See Advertisement, Page 42

Lincoln Drive (Phone: Whitney 5-8441)
Manager: Jack Stewart
Convention Season: Oct.-Jan.-early May
Largest Group Accommodated: 250 (130 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner. 4.50

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, 16mm slide projector
Stage: 6 ft. x 24 ft.
Sports Facilities: Golf, tennis, swimming, riding
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

Jokake Inn

6000 E. Camelback Road (Phone: WHitney 5-6301)
Manager: E. D. Bailey
Convention Season: Nov. 1 to May 1
Largest Group Accommodated: 212 (100 rooms 6 suites available)
Convention Rates: Nov.-Jan.: Single: $20. Double: $32. Suites: $20. Jan.-May: Single: $28. Double: $40. Suites. $25. American
No. Mtg. Rms. & Capacity of Largest: 3 (475)
No. Banquet Rms. & Capacity of Largest: 4 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: Rm. for 5 or 6, 8' x 10' spaces, on one floor
Audio-Visual Aids: PA system, spotlights, 16mm film projector
Stage: Available
Sports Facilities: Pool, tennis, golf putting, horseback riding in desert, 18-hole golf course where play can be started on the Inn premises
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Paradise Inn

See Advertisement, Page 40

6150 E. Camelback Rd. (Phone Whitney 5-8491)
Manager: Don Davis
Convention Season: Oct. 15-Jan. 20, April
Largest Group Accommodated: 500 (80 rooms at Paradise Inn with living quarters available at adjoining Jokake Inn)
Air Conditioning: Banquet rooms
Convention Rates: Single: 20.00; Double: 36.00. American.
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,334 sq. ft.
Audio-Visual Aids: 16mm projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Tennis, shuffleboard, putting, croquet, 18-hole golf course, riding
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc., Oliver-Kermit Hotel Associates, Inc. (see pg. 29)

Hotel Westward Ho (HSMA)

See Advertisement, Page 42

618 N. Central (Phone ALpine 3-2181; Telegraph: PX-287)
Manager: Fred C. Lessing
Sales Manager: John C. Stough
Convention Season: All year except February & March
Largest Group Accommodated: 750 (250 rooms. 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-13.00; Double: 12.00-17.00; Suites: 25.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (1500)
No. Banquet Rms. & Capacity of Largest: 13 (1500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 per booth or total room rental
Net Exhibit Space: 12,381 sq. ft. all on one floor, separate area
Audio-Visual Aids: PA system, spotlights, motion picture screens
Stage: Available
Sports Facilities: Swimming, pool, golf nearby, dog racing & horse racing in season (Fall & Winter months)

SCOTTSDALE

Railroads: So. Pac., Santa Fe (to Phoenix)
Airlines: AAL, BAL, FAL, TWA, WAL (to Phoenix)

Casa Blanca Inn (HSMA)

P.O. Box 188 (Phone: WHitney 5-6391)
Manager: Royal W. Treadway
Sales Manager: Royal W. Treadway
Convention Season: Nov., Dec., Jan., Apr., and May
Liquor: Bar-locker system. Guests furnish own liquor
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, screen
Stage: Available
Sports Facilities: Golf, tennis, swimming, riding, shuffleboard, croquet, badminton, archery, ping pong, volleyball, basketball, softball
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

Hotel Valley Ho (HSMA)

See Advertisement, Page 41

6850 E. Main St. (Phone: WHitney 5-6271; Telegraph: SC-280)
Manager: Ralph Hitz
Sales Manager: Ralph Hitz
Convention Season: Oct. 1 to May 31
Largest Group Accommodated: 1000 (400 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 15.00-20.00; Double: 20.00-30.00; Suites: 40.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (1000)
No. Banquet Rms. & Capacity of Largest: 6 (1000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, screen
Stage: Available
Sports Facilities: Golf, tennis, swimming, riding, shuffleboard, croquet, badminton, archery, ping pong, volleyball, basketball, softball
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

Marshall Hotel

Main St. (Phone: 7-2511)
Manager: Ralph Hitz
Sales Manager: Ralph Hitz
Convention Season: April 16 to January 14
Largest Group Accommodated: 100 (50 rooms, 2 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 8.00-10.00; Double: 12.00-16.00; Suites: 20.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, screen
Stage: Available
Sports Facilities: Golf, tennis, swimming, riding, shuffleboard, croquet, badminton, archery, ping pong, volleyball, basketball, softball
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

Hotel Sales Management Association

AN INTERNATIONAL ORGANIZATION DEVOTED WHOLLY TO BUSINESS PROMOTION

1325 Boardwalk, Atlantic City, N. J.

To Sales Executives and Association Officials

who plan meetings wisely--toward an objective. . .

whose judgment in choosing meeting sites is important to fellow officials and to all delegates. . .

Here's a helpful suggestion:

Look for hotels that are members of the Hotel Sales Management Association.

The membership of HSMA is made up of the alert, progressive, sales-minded hotel executives whose hotels are especially geared to the needs of meeting planners. These hotels know how to handle your convention best; they can shre with you their many years of successful convention experience.

The HSMA Directory describes the facilities of these hotels. You should have a copy. . . Would you like to receive the 1960 edition--without charge? Write to me.

Cordially,

Adrian Phillips

Adrian Phillips
Executive Vice President

P.S. In the listings in Sales Meetings, member hotels of HSMA are distinguished by the initials "HSMA" following the name.

Sales Manager: Al Barnes

Audio-Visual Aids: PA system, spotlights, pro-

Air Conditioning: Yes

ARIZONA

Tucson continued

Sales Manager: Babs Moxley
Convention Season: May 1st to January 1st
Largest Group Accommodated: 250 (120 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00; Double: 8.00; Suites: 12.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 10.00
Net Exhibit Space: Space for 20 booths
Audio-Visual Aids: PA system, spotlights, 16mm projector & screen
Stage: Available
Sports Facilities: Golf, racing, polo, swimming

WICKENBURG

Railroads: Santa Fe
Airlines: AAL, BAL, FAL, TWA, WAL to Phoenix. Ranch cars will meet trains

Rancho de Los Caballeros

(Phone: Mutual 4-5484)
Manager: Dallas Gant
Convention Season: Oct. to May except Feb. & Mar.
Largest Group Accommodated: 100 (50 rooms)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 20.00; Double: 34.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (110)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50

Little Rock!

IDEAL

Convention

CITY

•

LOOK AT YOUR DEALERS OR MEMBERSHIP AND COMPARE LITTLE ROCK'S LOCATION . . .

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CHECK THESE ADVANTAGES, TOO!

- 4 modern hotels
- Ample air conditioned rooms
- Air conditioned banquet rooms
- Air conditioned municipal auditorium
- Historical sights
- Central location—good transportation
- Excellent eating facilities
- Reasonable prices
- Numerous golf courses
- City of hospitality

•

FOR INFORMATION, WRITE OR PHONE

H. J. BURFORD, General Manager

SOUTHWEST HOTELS, Inc.

P. O. BOX 389

LITTLE ROCK, ARKANSAS

Liquor: Bar-locker system. Guests furnish own liquor
Charges for Mtg. Rms.: None
Audio-Visual Aids: 16mm & 30m.m slide projector
Stage: Available
Sports Facilities: Golf, horseback riding, swimming, putting green, skeet field, pistol range, tennis, horseshoes, ping pong, pool table, shuffleboard
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

ARKANSAS

FORT SMITH

Railroads: Frisco; K.C. So.; Mid. Val.; M.P.
Airlines: BNF; CEN

Goldman Hotel

1215 Garrison Ave. (Phone: SUnset 2-2061)
Gen. Manager: John R. England
Res. Manager: Wm. P. England
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 10 suites available)
Air Conditioning: 2 banquet & 3 meeting rooms, 125 bedrooms
Convention Rates: Single: 4.00-12.50; Double: 6.00-12.50; Suites: to 12.50. American
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates. Breakfast: .80; Lunch: 1.00; Dinner: 2.00
Liquor: Package stores only
Charges for Mtg. Rms.: 25.00 to 50.00
Net Exhibit Space: Room for 12 8' x 10' booths on lobby floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Bowling

Ward Hotel (HSMA)

523 Garrison (Phone: 22031)
Manager: Frank Volker
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.00-8.00; Double: 6.00-12.00; Suites: 20.00
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Group Meal Rates: Breakfast: .90; Lunch: from .90; Dinner: from 1.25
Liquor: Package only
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, tennis, fishing, swimming

HOT SPRINGS

Railroads: C.R.I. & P.; M.P.
Airlines: CEN, DAL, TTA

Arlington Hotel (HSMA)

Central Ave. at Fountain (Phone: NAtional 3-7771)
Gen. Manager: R. E. McEachin
Res. Manager: Edgar A. May
Convention Season: May through September
Largest Group Accommodated: 650 (300 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00; Double: 12.00; Suites: 25.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on 2 floors, separate area
Audio-Visual Aids: PA system, spotlights, 16mm projector (rental agency)
Stage: Available
Sports Facilities: Golf, fishing, boating, swimming
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Majestic Hotel

201 Park Avenue (Phone: NAtional 3-5511)
Manager: W. L. Wolfe
Sales Manager: J. E. Lewis
Convention Season: April 16 to January 14
Largest Group Accommodated: 100 (50 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 10.00-12.50; Suites: 15.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (90)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: .75-1.50; Lunch: 1.00-2.50; Dinner: 2.00-6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 600 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm projector, blackboard
Stage: Yes (8 by 12 ft.)
Sports Facilities: Fishing, golf, swimming and shuffleboard

LITTLE ROCK

Railroads: M.P.; C.R.I. & P.
Airlines: AAL, BNF, CEN, DAL, TTA

AUDITORIUM

Robinson Memorial Auditorium

Markham & Broadway (Franklin 2-4154)
Manager: A. W. Harville
Exhibit Areas: Exhibition Hall, 12,000 sq. ft. Lecture Hall, 3,000 sq. ft.
Rental Fees and Services: Exhibition Hall, $250 per day; Lecture Hall, $75 per day; light, heat, janitor service included
Floor Load: Unlimited ground floor
Ventilation: Air conditioned
Ceiling Height: 9 ft. at lowest point
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Freight door, 10 ft. 11 in. by 8 ft. 7 in.
Columns: 12 in Exhibition Hall
Utilities: 110-220 current
Loading Facilities: Freight doors
Storage Areas: Limited
Meeting Rooms and Capacities: Music hall, 3,000; Lecture Hall, 400
Facilities for Food Functions and Banquet Capacity: Banquet for 1,000 can be catered by outside organization
Parking Facilities: Limited
Distance from Business District: Three blocks

Albert Pike Hotel

See Advertisement, Page 44

7th & Scott Sts. (Phone: FR 2-5211)
Manager: Walter E. Davis
Convention Season: All year
Largest Group Accommodated: 140 (70 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-13.91; Double: 7.00-17.00; Suites: 22.15-32.45. European
No. Mtg. Rms. & Capacity of Largest: 7 (140)
No. Banquet Rms. & Capacity of Largest: 7 (140)
Group Meal Rates: Breakfast: .65; Lunch: 1.00; Dinner: 1.75
Liquor: Package only
Charges for Mtg. Rms. 3.00 up
Charges for Exhibit Areas: 10.30 up
Net Exhibit Space: 2,500 sq. ft. all on one floor
Audio-Visual Aids: Spotlights
Stage: Available
Sports Facilities: Golf, fishing, swimming, horseback riding

Hotel Grady Manning

See Advertisement, Page 44

Markham & Main Sts. (Phone: FR 2-5141)
Manager: R. M. Eubanks, Jr.
Sales Manager: P. F. Minnihan
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50-6.50; Double: 6.50-9.00; Suites: 12.00-13.00
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Package store—private bars
Charges for Mtg. Rms.: None with meals
Net Exhibit Space: 1,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf, swimming, tennis, horseback riding can be arranged

Hotel Lafayette

See Advertisement, Page 44

6th & Louisiana (Phone: FRanklin 2-6202)
Manager: Joe Matthew

Sales Manager: Al Barnes
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 24 suites available
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50-10.00; Double: 7.00-13.00; Suites: 15.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.30; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None with meals
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie, closed-circuit TV
Stage: Yes
Sports Facilities: Golf, fishing, swimming, horseback riding

Hotel Marion

See Advertisement, Page 44

200 West Markham (Phone: FR 5-8241)
Manager: Ben R. Shelley
Sales Manager. Al Barnes
Convention Season: All year
Largest Group Accommodated: 750 (500 rooms, 17 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.00-12.00; Double: 8.00-15.00; Suites: 17.50-50.00. European
No. Mgt. Rms. & Capacity of Largest: 25 (800)
No. Banquet Rms. & Capacity of Largest: 15 (600)
Group Meal Rates: Breakfast: 1.50; Lunch. 2.00; Dinner: 3.00
Liquor: Package only
Charges for Mtg. Rms.: Varies with number of meals
Net Exhibit Space: 20,000 sq. ft. on two floors separate area
Audio-Visual Aids: PA system, spotlights, (16mm projector, tape recorder
Stage: Available
Sports Facilities: Swimming, horseback, baseball, football, fishing, duck & upland hunting

CALIFORNIA

ANAHEIM

Airlines: Helicopter from Los Angeles
Buses: Metropolitan Coach, Greyhound

Disneyland Hotel

1441 South West St. (Phone: Keystone 5-8171)
Manager: Don J. Daley
Conv. Manager: Martha Henderson
Convention Season: Sept. 15 to May 30
Largest Group Accommodated: 600 (150 rooms and 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: 12.00 per room. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals are served
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available
Sports Facilities: Golf, horseback riding, fishing, tennis, water sports
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

APPLE VALLEY

Railroads: So. Pac.
Airlines: BAL

Apple Valley Inn (HSMA)

See Advertisement, Page 46

(Phone: Victorville 77-2711)
Manager: George L. Stillings
Convention Season: All year
Largest Group Accommodated: 200 (90 rooms and 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-15.00; Double: 12.00-19.00; Suites: 18.00-35.00. European but will arrange American on request
No. Mtg. Rms. & Capacity of Largest: 4 (180)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.20
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projector & screen
Stage: Available
Sports Facilities: Golf, horseback riding, swimming, tennis, badminton, shuffleboard, putting green
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

BAKERSFIELD

Railroads: So. Pac.; S. Fe; Sunset Ry
Airlines: Pacific, UAL

Hotel El Tejon

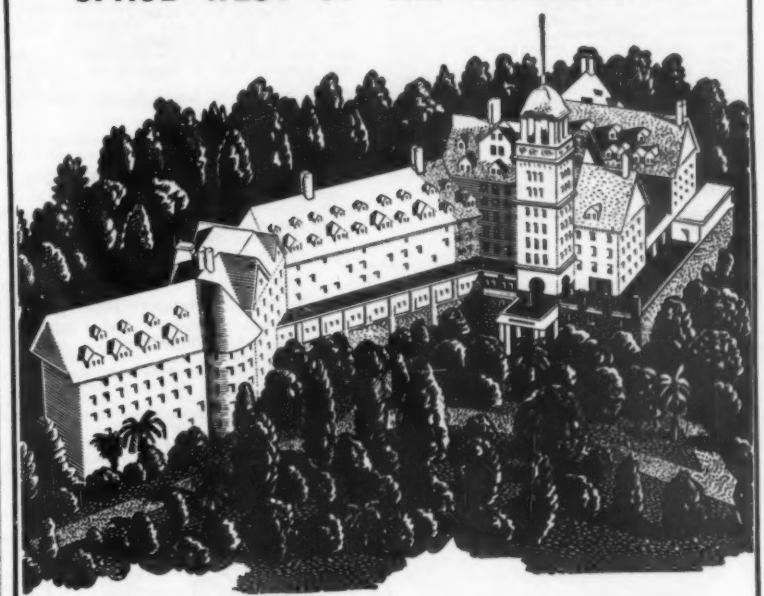
17th & K Streets (Phone: EAirview 4-6441)

Manager: James T. Cassell
Convention Season: All year
Largest Group Accommodated: 250 (110 rooms, 5 suites available)
Air Conditioning: Yes
Convention Rates: Single: 4.50 to 7.50; Double: 7.00 to 10.00; Suites: 14.00 to 18.00
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 9 (300)
Group Meal Rates: Breakfast: 1.50-2.50; Lunch: 1.75-3.50; Dinner: 2.50-6.00
Liquor: Yes
Charges for Mtg. Rms.: No Charge for convention
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: Screen, blackboards, PA system, spotlights
Stage: Yes
Sports Facilities: Riding, golf, swimming, horseback riding

BERKELEY

Railroads: So. Pac.; Santa Fe
Airlines: Served through Oakland

LARGEST CONVENTION-EXHIBIT-BANQUET SPACE WEST OF THE MISSISSIPPI!



MORE PUBLIC SPACE THAN ANY OTHER HOTEL IN THE WEST . . .

MORE FREE PARKING—1200 CARS . . .

BANQUET SERVICE FOR MORE THAN 3,000 . . .

RAPID PROGRESS ON EXPANSION PROGRAM . . . Grecian, Berkeley, Oakland, Alameda, Hayward, Empire and Straw Monkey rooms completed . . . now more than 30 meeting and conference rooms available!

THE FINEST FACILITIES IN THE WEST FOR CONVENTIONS — SALES MEETINGS — CONFERENCES!

LET US HELP PLAN *YOUR* MEETING *NOW* . . . CALL OR WRITE:

HOTEL *Claremont*

Oakland-Berkeley, California Murray Lahr, *Managing Director*
Willard M. Rutzen, General Manager
Rates on request THornwall 3-3720 Teletype OA 520

CALIFORNIA

Berkeley continued

CONVENTION BUREAU

Convention & Tourist Bureau
2168 Shattuck Ave. (4)
Weldon E. Vance, General Manager

Hotel Claremont (HSMA)

See Advertisement, Page 45

Ashby & Domingo Ave. (Phone: THornwall 3-3720)

Manager: Murray Lehr
Sales Manager: Jim Erhart
Convention Season: All year
Largest Group Accommodated: 575 (200 rooms, 30 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 8.00-18.00; Double: 9.00-20.00; Suites: 20.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 35 (1,500)
No. Banquet Rms.: 35
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Yes
Charges for Mtg. Rms.: None when hotel is headquarters
Net Exhibit Space: 20,000 sq. ft.
Audio-Visual Aids: Screens, blackboards, PA system, spotlights
Stage: Yes
Sports Facilities: Tennis, riding, golf, swimming, ice skating
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

Shattuck Hotel

2086 Allston Way (Phone: THornwall 5-7300)
Manager: Jack Camp
Convention Season: all year
Largest Group Accommodated: 250 (80 rooms and 10 suites available)
Convention Rates: Single: 6.00-8.00; Double: 8.00-12.00; Suites: 14.00-25.00
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (450)
Group Meal Rates: Breakfast: .75; Lunch: 1.20; Dinner: 2.20
Liquor: Set ups available
Air Conditioning: Banquet and meeting rooms
Charges for Mtg. and Banquet Rms.: None
Net Exhibit Space: 3552 sq. ft. on one floor
Visual Aids Available: screen, blackboards, easel
Other Equipment Available: PA system, spotlights, stage



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in the *Golden Land* of
APPLE VALLEY, CALIFORNIA
Phone: Apple Valley 7-7271
Teletype: Victorville Cal 8788



BEVERLY HILLS

Railroads: Pac. Elec.; S.P.
Airlines: Served through Los Angeles

The Beverly Hilton Hotel (HSMA)

See Advertisement, Page 33

9876 Wilshire Blvd. (Phone: Crestview 4-777)

Manager: Robert A. Groves
Director of Sales: Lloyd Sando
Convention Season: All year
Largest Group Accommodated: 525 (225 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 13.00-23.00; Double: 18.00-28.00; Suites: 38.00-58.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (1,800)
No. Banquet Rms. & Capacity of Largest: 11 (1,700)
Group Meal Rates: Breakfast: 3.50; Lunch: 4.00; Dinner: 7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Charges for Exhibit Areas: Contingent upon supporting revenue
Net Exhibit Space: 30,400 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Swimming, shuffleboard, pool, golf courses nearby

Beverly Wilshire Hotel (HSMA)

9514 Wilshire Blvd. (Phone: Crestview 54282)

Sales Manager: Sig S. Front, Jr.
Convention Season: All year
Largest Group Accommodated: (200 rooms available during Apr. 15 to June 15, Oct. 15 to Dec. 15)
Convention Rates: Single: from 14.00; Double: from 16.00; Suites: 30.00 to 32.00
No. Mtg. Rms. & Capacity of Largest: 2 (550)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: 2.50; Lunch: 3.00; Dinner: from 4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Depending on type of function
Audio-Visual Aids: Screen, PA system, spotlights
Stage: 54' x 20'
Sports Facilities: Tennis, swimming
Hotel Representative: Utell International (see pg. 29)

BLAIRSDEN

Railroads: W.P.

Feather River Inn

(Phone: VErnon 6-2501)

Manager: Albert Fauetto
Convention Season: Second half of June, first part July, end of Aug. first half Sept.
Largest Group Accommodated: 250 (125 rooms and 4 suites available)
Convention Rates: Single: 22.00-24.00; Double: 16.00-18.00; Parlour: 15.00-20.00 extra. American
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 1 (225)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: 16mm silent projector, PA system, spotlights
Stage: Yes (20 ft. x 20 ft.)
Sports Facilities: Golf, horseback riding, swimming, fishing, tennis, badminton
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

CARMEL

Airlines: PAL, UAL

Carmel Valley Inn

Carmel Valley Highway (Phone: OLive 9-2261)

Manager: Craig P. Smith
Convention Season: Year round
Largest Group Accommodated: 125 (55 rooms, 1 suite available)
Convention Rates: Single: 19.00; Double: 16.00
No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 2 (125)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 700 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, tennis, heated swimming pool

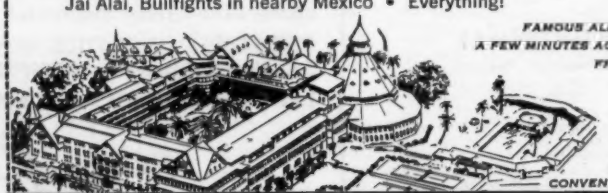
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FOR BEST-EVER Conventions

All convention activities under one roof • Groups to 800 • American Plan • Ample meeting rooms, at no charge • Fabulous Beach and Tennis Club • Swim in heated, outdoor pool or ocean • Deep sea fishing • Dancing • Championship Golf Course, so closeby! • Racing, Jai Alai, Bullfights in nearby Mexico • Everything!

FAMOUS ALL-YEAR RESORT
A FEW MINUTES ACROSS THE BAY
FROM SAN DIEGO



GENE MORGAN
CONVENTION MANAGER

Hotel Del CORONADO

H. B. KLINGENSMITH, *MANAGING DIRECTOR* CORONADO, CALIFORNIA

Holman's Guest Ranch

Holman Road (OLive 9-2557)
Manager: Vivian O. Holman
Convention Season: All year
Largest Group Accommodated: 40 (17 rooms available)
Convention Rates: Single: 17.00; Double: 25.00 to 27.50. American
No. Mtg. Rms. & Capacity of Largest: 2 (50)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
No. Banquet Rms. & Capacity of Largest: 1 (50)
Liquor: Not served
Net Exhibit Space: 3,600 sq. ft. on one floor
Audio-Visual Aids: Screen, projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Ping pong, badminton, horseshoes, volley ball, baseball, swimming, fishing, riding

La Playa Hotel

P.O. Box 900 (Phone: Mayfair: 4-8476)
Manager: Max A. Gloor
Convention Season: All year except July and August
Largest Group Accommodated: 140 (65 rooms, 3 suites available)
Convention Rates: Single: 12.00-14.00; Double: 12.00-14.00; Suites: to 24.00. European. Add 6.00 per person for Modified American
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 3 (175)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 1,550 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, slide and 16mm film projector
Stage: 12' x 8'
Sports Facilities: Swimming, tennis, golf
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

CATALINA ISLAND

Steamer: from Wilmington
Airlines: Catalina, Air Taxi

Toyon Boat Club

(Phone: Avalon 10F3, BRadshaw 2-2416)
Manager: Robert C. Raab
Convention Season: All year
Largest Group Accommodated: 110 (72 rooms available)
Convention Rates: Single: 7.00-14.00; Double: 25.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (110)
No. Banquet Rooms: 3
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 4.75
Liquor: Served in hotel
Net Exhibit Space: 3,000 sq. ft. all on one floor
Charges for Mtg. Rms.: None
Sports Facilities: Swimming, riding, fishing, golf, water skiing, boating.

CORONADO

Railroads: S.D. & A.E.; Str. from S.F.
Airlines: Served through San Diego

Hotel Del Coronado (HSMA)

See Advertisement, Page 46

Ocean Front (Phone: HEmstead 5-3161)
Manager: H. B. Klingensmith
Sales Manager: Gene Morgan
Convention Season: All year, subject to confirmation
Largest Group Accommodated: 750 (350 rooms, 50 suites available)
Convention Rates: Single: 20.00-24.00; Double: 32.00-34.00; Suites: 40.00-44.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (1,200)
No. Banquet Rms. & Capacity of Largest: 6 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None, but a service charge based on requirements
Net Exhibit Space: 7,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, film projectors rental basis
Stage: Available
Sports Facilities: Pool, tennis, golf, private beach
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

DEATH VALLEY JUNCTION

Furnace Creek Inn

See Advertisement, Page 47

General Manager: F. W. Witteborg
Convention Season: Large groups: Nov., Dec., and Jan.; Small groups: Nov. 1 to May 1
Largest Group Accommodated: 100 (50 rooms, 3 suites available) 50 rooms available at motel.
Convention Rates: Single: 25.50-29.00; Double: 32.00-48.00; Suites: 65.00-85.00
No. Mtg. Rms. & Capacity of Largest: 2 (175)
No. Banquet Rms. & Capacity of Largest: 2 (175)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 5.00
Liquor: Served at hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming, tennis, golf, horseback riding, badminton, shuffleboard, horseshoes
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

FRESNO

Railroads: S.P.; A.T. & S. Fe
Airlines: TWA, UAL

CONVENTION BUREAU

Fresno Convention Bureau
1230 M St. (1)
Gordon Hewson, General Manager

AUDITORIUM

Fresno Memorial Auditorium

1230 N. St. (Phone: AM 6-8031, AM 8-3069)
Manager: Gordon Hewson
Exhibit Areas: Main floor, 14,000 sq. ft.; lobby and stage, 3,000 sq. ft.
Rental Fees and Services: $150 plus 10% of gross over $2,000
Floor Load: 2,000 lbs.
Ventilation: Air-cooled
Ceiling Height: 72 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 11 doors, largest 16 ft. wide
No. of Elevators and Capacities: One 12 ft. by 12 ft. elevator, capacity 2,000 lbs.
Columns, Locations and Dimensions: None
Current and Utilities Available: AC and DC, 220 and 110
Loading Facilities: Three locations, stage level, floor level and basement
Size of Storage Areas: 2,500 sq. ft.
Number of Meeting Rooms and Capacities: 10 (25 to 150)
Facilities to Handle Food Functions: Can handle banquet for 1,200
Parking Facilities: 500 cars adjacent to auditorium
Distance from Business District: 3 blocks

Hotel Californian

Kern & Van Ness (Phone: Amherst 4-9611)
Manager: John M. Lloyd
Convention Season: All year
Largest Group Accommodated: 380 (175 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-8.00; Double: 8.00-12.00; Suite: 16.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms. None if hotel headquarters
Charges for Exhibit Areas: Varies
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards
Stage: Available (portable)
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Fresno Hacienda

Highway 99 at Clinton (Phone: AM 8-4061)
Manager: Otto Powell
Sales Manager: Alice Rogers
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 13 suites)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-9.00; Double: 9.00-11.00; Suites: 19.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Net Exhibit Space: 11,000 sq. ft.; 6,300 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Yes (4'x8' sections)
Sports Facilities: Three swimming pools, bowling, golf

HOBERGS

Transportation supplied from San Francisco, Oakland, Sacramento
Buses: Greyhound daily from Oakland and San Francisco

Hoberg's Resort

(Phone: Hobergs 1)
Manager: George G. Hoberg
Sales Manager: Philip F. Ellis
Convention Season: March, April, May, June, July, Sept., Oct.
Largest Group Accommodated: 400 (200 rooms, 14 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 14.50-16.50; Double: 25.00-29.00; Suites: 16.50-26.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (1,200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, slide projectors, wide angle screen
Stage: Yes (16'x36')
Sports Facilities: Golf, riding, softball, tennis, badminton, shuffleboard, swimming



for a different meeting!

La Fonda
IN OLD SANTA FE, NEW MEXICO

The Alvarado
IN ALBUQUERQUE, NEW MEXICO

Grand Canyon HOTELS
EL TOVAR, BRIGHT ANGEL LODGE AND YAVAPAI LODGE, ARIZONA

Death Valley HOTELS
FURNACE CREEK INN AND FURNACE CREEK RANCH, CALIFORNIA

Write to Manager or: Monte S. Gordon, Fred Harvey, 530 West 6th Street, Los Angeles 14, California. MAdison 7-8048

Convention Season: All year

AUDITORIUMS

Convention Rates: Single: 5.00-8.00; Double: 6.50-



Anytime is the
RIGHT TIME
to hold your meeting in

LONG BEACH

in the heart of

Southern California!

Modern conference rooms and convention halls to accommodate groups from 60 to 6000 conveniently. Two outstanding exhibit halls offering space for over 250 booths. Plenty of experienced personnel with the on-the-spot know-how to handle *all* details.

Fine hotel facilities adjacent to the Municipal Auditorium in downtown Long Beach.

...all this, PLUS—

After hours swimming, fishing, golfing—enjoy all of the "summer sports" the year 'round. Visit nearby Hollywood, Marineland, world famous Disneyland, Santa Anita, Hollywood Park..even Old Mexico.

How 'bout it...
LET'S MEET IN

LONG BEACH

For information, write:
Convention and Visitors Bureau
Municipal Auditorium, Long Beach, Calif.

CALIFORNIA
continued

HOLLYWOOD

Railroads: PAC, ELEC., S.P.
Airlines: Served through Los Angeles

Hollywood Knickerbocker Hotel (HSMA)

1714 N. Ivar St. (Phone: HOllywood 5-3171; Telegraph: VGP)
Gen. Manager: C. Ray Poitras
Sales Manager: Lila H. Brooks
Convention Season: All year
Largest Group Accommodated: 256 (75 rooms, 25 suites available)
Air Conditioning: 2 banquet rooms and 16% of bedrooms
Convention Rates: Single: 8.00-11.00; Double: 10.00-14.00; Suites: 16.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 125.00
Charges for Exhibit Areas: 15.00 to 125.00
Net Exhibit Space: 4,426 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, blackboards and screen
Stage: Available
Sports Facilities: Heated outdoor pool, golf, tennis, riding and ocean bathing nearby

Hollywood Plaza Hotel

1637 North Vine St. (Phone: HO 5-1131; TWX: 1840 L A)
Manager: Walter M. Schroeder
Convention Season: All year
Largest Group Accommodated: 175 (60 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-9.00; Double: 9.00-14.00; Twins: 9.00-12.50; Suites: 12.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (140)
No. Banquet Rms. & Capacity of Largest: 2 (120)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 & 50.00
Net Exhibit Space: 1,500 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Pool, golf, tennis nearby

Hollywood Roosevelt Hotel (HSMA)

7000 Hollywood Blvd. (Phone: Hollywood 9-2442)
Manager: L. B. Nelson
Sales Manager: Robert M. Fannin
Convention Season: All year
Largest Group Accommodated: 100 (75 rooms, 10 suites available)
Air Conditioning: Public rooms
Convention Rates: Single: 8.00-17.00; Double: 10.00-17.00; Suites: 18.00-36.00
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 12.50 to 100.00
Net Exhibit Space: 8,900 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

LA QUINTA

LaQuinta Hotel

(Phone: Diamond 7-4111)
Manager: Warner E. Gilmore
Convention Season: Nov. 15 until Easter
Largest Group Accommodated: 110 (58 rooms including suites)
Air Conditioning: Dining room and cocktail lounge
Convention Rates: Single 22.00-30.00; Double: 36.00-51.00 per person; suite: 55.00-85.00
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Yes
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system
Stage: No
Sports Facilities: Tennis, riding, swimming, golf

LAKE TAHOE

Railroads: So. Pac.

Brockway Hot Springs

Brockway (Phone: Liberty 6-3353)
Manager: M. Bennett
Convention Season: June and September
Largest Group Accommodated: 250 (125 rooms, 10 suites available)
Convention Rates: Single: 20.00; Double: 30.00. American
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 1 (325)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, fishing, badminton, swimming, ping-pong

Tahoe Tavern

Tahoe City (Phone JUniper 3-3771)
Manager: Fred Ichelson
Convention Season: Before July 1st and after August 20th
Largest Group Accommodated: 300 (92 rooms, 33 suites available)
Convention Rates: Single: 15.00; Double: 30.00; Suites: 50.00 to 52.00. American
No. Mtg. Rms. & Capacity of Largest 4 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 16mm projector, cinemascope theater
Stage: Available
Sports Facilities: Tennis, golfing, fishing, boating, bowling, swimming pool, riding. water skiing, badminton

LONG BEACH

Railroads: A.T. & S.F.; Pac. Elec.; So. Pac.; U. Pac.
Airlines: UAL, WAL, LA Airways 'copter

CONVENTION BUREAU
Long Beach Convention & Visitors Bureau
Municipal Auditorium
Howard A. Jones, Manager

AUDITORIUM

Municipal Auditorium

See Advertisement, Page 48

270 E. Seaside Blvd (Phone: HE 7-2771)
Manager: Win F. Hanssen
Exhibit Areas: Exhibit Hall, 17,500 sq. ft.; Convention Hall, 15,000 sq. ft.; Mezzanine, 2,000 sq. ft.
Rental Fees: On application
Ventilation: Air conditioned
Ceiling Height: Exhibit Hall, 16 ft.; Convention Hall, 55 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. wide 14 ft. high
Elevators and Capacities: Two, 90 persons each
Columns: 24 in. by 30 in., 20 ft. apart
Utilities: AC 110-220 current
Loading Facilities: Truck entrance with one-ton hoist
Storage Areas: 900 sq ft.
Meeting Rooms and Capacities: Two, 180; two 50; two, 40; one, 25. Convention Hall 4,400; Concert Hall 1,377
Facilities for Food Functions and Banquet Capacity: Can handle banquet for 500 to 2,500
Parking Facilities: 1,000 cars
Distance from Business District: Two blocks

Lafayette Hotel (HSMA)

See Advertisement, Page 48

Broadway & Linden (Phone: Hemlock 55681)
Manager: David Tallichet
Sales Manager: Richard Tully

Convention Season: All year
Largest Group Accommodated: 500 (319 rooms, 40 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-10.00; Double: 10.00-14.00; Suites: 23.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (2,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Charge for booth space
Net Exhibit Space: 35,000 sq. ft. (15,000 sq. ft. on one floor, separate area)
Audio-Visual Aids: PA system, spotlights, screens, film projectors (rental agency)
Stage: Available
Sports Facilities: Golf, bowling, tennis, riding, fishing, swimming pool in hotel
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Wilton Hotel

See Advertisement, Page 48

210 E. Ocean Blvd. (Phone: Hemlock 7-2201)
Manager: A. C. Moeller
Sales Manager: Ann M. Peterson
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 15 suites available)
Convention Rates: Single: 7.00; Double: 10.00; Twins: 11.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (800)
Rates for Meals: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None to conventions
Net Exhibit Space: 12,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming

LOS ANGELES

Railroads: So. Pac.; Santa Fe; U. Pac.; Pac. Elec.; Los. A. Jnct.
Airlines: AAL, BAL, CAL, PAL, PAA, TWA, WAL

CONVENTION BUREAU

Los Angeles Convention & Visitors Bureau
404 S. Bixel St. (54)
Allen K. Pollock, Manager

AUDITORIUMS

Pan Pacific Auditorium

7600 Beverly Blvd. (Webster 8-3456)

Manager: C. E. Cord, President
Exhibit Areas: 100,000 sq. ft.
Rental Fees and Services: Rentals include overhead light, janitor service, maids, porters, ticket takers, night watchman, fireman and offices
Floor Load: Unlimited
Ceiling Height: 24 ft. **PA system:** Altec system
Dimensions, Opening to Exhibit Hall: 17 ft. high, 60 ft. wide
Columns: 20 feet apart
Utilities: 110, 220, 440 AC current; gas, water
Loading Facilities: level ground
Facilities for Food Functions: None, three refreshment stands and cocktail lounge
Parking Facilities: 32 acres
Distance from Business District: Eight miles

Shrine Exposition Hall

700 West 32nd St. (RIchmond 9-1091)

Manager: Fred J. Tabery
Exhibit Area: Lower level, ground floor and balcony, 96,000 sq. ft.
Rental Fees and Services: Depends on duration and type of show
Floor Load: Unlimited on lower level, other areas 200 lbs. **Ventilation:** Excellent
Ceiling Height: 35 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 14 ft. wide, 14 ft. high.
Elevators and Capacities: One freight elevator 2,000-lb. capacity
Utilities: 110, 220, 440 AC, 60 cycles; gas water, drain
Loading Facilities: Ramp to balcony, truck doors to lower level and main floor
Storage Areas: Adjacent to building
Meeting Rooms and Capacities: Flexible as required
Facilities for Food Functions: Can handle banquets from 1,500 to 4,500
Parking Facilities: Adjacent lots
Distance from Business District: Three miles, eight minutes by car

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Alexandria Hotel (HSMA)

210 W. 5th St. (Phone: Madison 6-7484; Telegraph: LA881)
Manager: George H. Karlin
Sales Manager: Philip J. Karlin
Convention Season: All year
Largest Group Accommodated: 800 (500 rooms, 10 suites available)
Air Conditioning: No
Convention Rates: Single: 5.00-8.00; Double: 6.50-10.50; Suites: 12.00-25.00
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms. & Capacity of Largest: 10 (750)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 150.00
Charges for Exhibit Areas: 15.00 to 150.00
Net Exhibit Space: 11,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 8mm, 16mm, 16mm sound projectors, screens, blackboard
Stage: Available
Sports Facilities: None

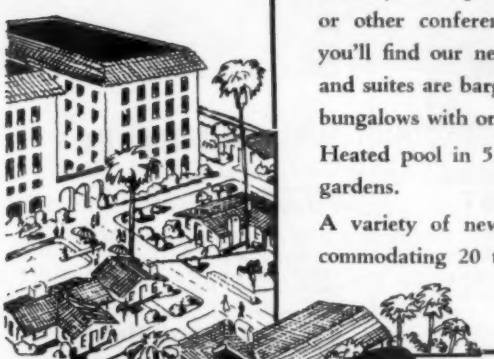
Ambassador Hotel (HSMA)

See Advertisement, Page 167

3400 Wilshire Blvd. (Phone: DUnkirk 7-7011)
Manager: Elliott Mizelle
Sales Manager: J. Edward King
Convention Season: All year
Largest Group Accommodated: 1,000 (450 rooms, 32 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-22.00; Double: 12.00-26.00; Suites: 28.00-44.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms.: 10
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 400.00 to 1,500.00 for 20,000 sq. ft.
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors all types for rental
Stage: Available
Sports Facilities: Swimming, putting, badminton

The Biltmore

515 S. Olive (Phone: Madison 4-1011)
Manager: James Sinclair
Director of Sales: Ben P. Gould
Convention Season: All year except Dec. 28 to Jan. 2
Largest Group Accommodated: 1500 (800 rooms, 65 suites available)



Coming to Los Angeles?

When you are planning a sales meeting or other conference in Los Angeles, you'll find our newly decorated rooms and suites are bargains in luxury. Also bungalows with or without kitchenettes. Heated pool in 5 acres of magnificent gardens.

A variety of new meeting rooms accommodating 20 to 300 persons.

TOM D. MILES, Gen. Manager

Chapman Park
HOTEL and BUNGALOWS

3405 WILSHIRE Blvd.
LOS ANGELES
DUnkirk 4-1181

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UNITED AIR LINES DC-8
JET MAINLINER, BY DOUGLAS

CALIFORNIA

Los Angeles continued

Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 7.00-14.00; Double: 10.00-16.50; Suites: 24.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (1,500)
No. Banquet Rms. & Capacity of Largest: 10 (1,500)
Group Meal Rates: Breakfast: 2.25 up; **Lunch:** 3.00 up; **Dinner:** 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None, if headquarters
Charges for Exhibit Areas: .05 per sq. ft.
Net Exhibit Space: 99,500 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Yes (15' x 40')
Sports Facilities: Beach and golf
Hotel Representative: Leonard Hicks, Jr. and Associates Inc. (see pg. 29)

Chapman Park Hotel and Bungalows

See Advertisement, Page 49

3405 Wilshire Blvd. (Phone DUnkirk 4-1181)

Manager: Tom D. Miles
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms, 20 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 9.00-11.00; Double: 12.00-15.00; Suites: 18.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 2.00; **Lunch:** 2.50; **Dinner:** 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Private outdoor pool
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Mayfair Hotel

See Advertisement, Page 56

1256 W. 7th St. (Phone: HUbbard 3-4100; Telegraph HU 3-4510)
Manager: Carl Hudgens
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-10.00; Double: 9.00-12.00; Suites: 21.00-34.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (325)
No. Banquet Rms. & Capacity of Largest: 9 (300)
Group Meal Rates: Breakfast: 2.00; **Lunch:** 2.50; **Dinner:** 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 and up
Charges for Exhibit Areas: 7.50 and up
Net Exhibit Space: 4,500 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes (18'x6')
Sports Facilities: Heated swimming pool

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the proudest name in HOTELS



LOS ANGELES: SHERATON-WEST

(Formerly the Sheraton-Town House)

Enjoy the luxury of an out-of-town resort right in the heart of the West Coast's biggest city. Eight new private function rooms can hold a total of 1,195 people for meetings, 907 for dinner. Lanai suites overlook outdoor swimming pool. Drive-in underground parking. All rooms have free TV, air-conditioning.

Peter Rochon, *Sales Mgr.*

EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	**SOUTH**	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	**HAWAII**
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU
PITTSBURGH	BINGHAMTON, N.Y.	INDIANAPOLIS	NEW ORLEANS	**CANADA**
BALTIMORE	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	**WEST COAST**	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

Sheraton-West Hotel (HSMA)

See Advertisement, Page 50

639 So. Commonwealth (Phone: DUnkirk 2-7171; Teletype: L.A. 52)
Manager: Edward J. Crowley
Sales Manager: Peter Rochon
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-18.00; Double: 14.00-23.00; Suites: 25.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 2.50; **Lunch:** 3.00; **Dinner:** 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 2,250 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, projectors (rental basis)
Stage: None available
Sports Facilities: Swimming, golf, tennis

Hotel Statler Hilton (HSMA)

See Advertisement, Page 33

930 Wilshire Blvd. (Phone: Madison 9-4321)
Manager: J. C. Meacham
Sales Manager: H. C. Lewis
Convention Season: All year
Largest Group Accommodated: 1,500 (700 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-14.00; Double: 11.50-18.00; Suites: 24.00-38.00. European
No. Mtg. Rms. & Capacity of Largest: 17 (1,500)
No. Banquet Rms. & Capacity of Largest: 17 (1,100)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75: Dinner: 4.50
Liquor: Served in hotel
Net Exhibit Space: 11,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 42' x 18'
Sports Facilities: Swimming pool

MONTEREY

Railroads: So. Pac.
Airlines: UAL, Pacific

CONVENTION BUREAU

Monterey Convention Bureau
Chamber of Commerce
Robert Coleman, Manager

The Casa Munras Hotel

See Advertisement, Page 52

700 Munras Avenue (Phone: Frontier 5-2411)
Manager: Bruce Locken
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 12 suites available)
Air Conditioning: Largest banquet and meeting rooms
Convention Rates: Single: 7.00-15.00; Double: 10.00-20.00; Suites: 28.00-50.00. European



TWA puts wings on convention planning



LOS ANGELES · SAN FRANCISCO

The West Coast is ideal for business-holiday get-togethers. And TWA offers the ideal way to fly there. With superb TWA BOEING 707s, fastest Jetliners in the U. S., and magnificent TWA Skyliners, TWA serves 70 U.S. cities.

And TWA offers you every assistance, from selecting a site to round-trip transportation. TWA's highly trained Convention Bureau specialists aid you in finding the facilities best suited to make your meeting an outstanding success . . . accommodations for large or small groups . . . relaxing recreation.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office now. Or write: Herb Lynn, Convention Sales Manager, TWA, 380 Madison Avenue, New York 17, New York.

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Monterey California's
MOST FAMOUS CONVENTION RESORT



CASA MUNRAS

MODERN
GARDEN COTTAGE HOTEL

- **Swimming Pool**
- **Meeting Rooms**
- **Banquet Facilities**

125 Cottage Rooms; Facilities for 250 Guests; Dancing; Cocktail Lounge; Suites. In the Center of World-famed Monterey Peninsula, the West Coast's Favorite Year-round Recreation Area.

A Friendly Country Inn
With Big City Service

JACK DOUGHERTY, OWNER
BRUCE LOCKEN, MANAGER

For additional information, please write Casa Munras, Monterey, California.

CALIFORNIA

Monterey continued

No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if rooms and meals at hotel
Net Exhibit Space: 1,200 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, blackboard, screen, lecturns
Sports Facilities: Heated pool, beach, deep sea fishing, tennis, golf, riding
Stage: None available

Mark Thomas Inn

1300 Fremont St. (Phone: FRontier 2-8161)

Manager: Howard E. Allen
Convention Season: All year
Largest Group Accommodated: 116 (58 rooms available)
Convention Rates: Single: 8.00-12.00; Double: 12.00-16.00; Suites: 26.00-150.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.35-2.00; Dinner: 2.75-5.00
Liquor: Yes
Charges for Mtg. Rms.: None, when food or room facilities are used.
Charges for Exhibit Areas: None, when food or room facilities are used
Net Exhibit Space: 1,248 and 1,728 sq. ft., 2 separate bldgs., both ground floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming pool, tennis, golf course adjoining, horseback riding nearby

Hotel San Carlos

Franklin & Calle Principal (Phone: FRontier 5-2662)

Manager: Tom Knowlton
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 6 suites available)
Convention Rates: Single: 5.50-8.00; Double: 7.50-12.00; Suites: 22.00-35.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None when headquarter hotel
Charges for Exhibit Areas: None when headquarter hotel
Net Exhibit Space: 4,000 sq. ft. all on one floor
Audio-Visual Aids: Screen, blackboard, PA system, spotlights
Stage: Yes
Sports Facilities: Golf, swimming, tennis, horseback riding, fishing

OAKLAND

Railroads: So. Pac.; Santa Fe; W.P.; Sac. Nor
Airlines: AAL, PAL, TWA, UAL, WCA, WAL

CONVENTION BUREAU

Convention & Tourist Bureau
1320 Webster St. (12)
Howard S. Sipe, Manager

AUDITORIUM

Oakland Municipal Auditorium-Arena

12th & Fallon Sts. (TE 2-3600, Ext. 386)

Manager: L. C. Lueddeke
Exhibits Areas: Arena, 17,000 sq. ft. hallway 6,000 sq. ft.; Exposition Building, 51,000 sq. ft.
Rental Fees and Services: $400 to $500 per day; full utilities, house electrician, janitor service
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 60 ft.
PA System: Swanson Sound
Dimensions, Opening to Exhibit Hall: 15 ft. by 15 ft.
Columns: None
Utilities: AC and DC current, drains, steam, gas, water
Loading Facilities: Outside loading dock, ramp to Arena
Storage Areas: Full basement
Meeting Rooms and Capacities: Theater, 2,000; Ballroom, 300; four hallways, 250 each
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 2,000
Parking Facilities: 1,500 cars
Distance from Business District: Six blocks

Hotel Claremont

See Advertisement, Page 45
(See listing under Berkeley)

Hotel Leamington

19th and Franklin St. (Phone: HIgate 4-2525)

General Manager: Ernest Hilsenberg
Res. Manager: V. Palkowski
Sales Manager: Kenneth Bone
Convention Season: All year
Largest Group Accommodated: 600 (280 rooms, 10 suites available)
Convention Rates: Single: 7.00-10.00; Double: 8.00-12.00; Suites: 15.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms.: 15
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner:3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: from 7.50 to 150.00; no charge if headquarters
Charges for Exhibit Areas: No charge if head quarters
Net Exhibit Space: 8,000 sq. ft. on two floors, separate area
Audio-Visual Aids: PA system, blackboards, screens, easels
Stage: Yes
Sports Facilities: Golf, tennis, riding nearby

OJAI

Railroads: S. Pac

Ojai Valley Inn and Country Club

(Phone: Ojai 484)

Manager: Wm. G. Briggs
Convention Season: All year
Largest Group Accommodated: 80 (67 room)
Air Conditioning: Some bedrooms, banquet and meeting rooms
Convention Rates: Single: 20.00; Double: 30.00; Suites: 32.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (110)

what is **PAR** for ***YOUR*** convention?



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1. The world's finest facilities
2. Old Spanish California hospitality
3. Fisherman's Wharf, Sea Food, Fine Restaurants
4. An area of natural beauty made famous by the Bing Crosby Tournament at Pebble Beach
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WRITE NOW FOR MORE DETAILS:

MONTEREY PENINSULA VISITOR & CONVENTION BUREAU
Box 1571 Monterey, California

No. Banquet Rms. & Capacity of Largest: 1 (125)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, 16mm sound projector screen and spotlights
Stage: Available
Sports Facilities: Golf, tennis, riding and swimming
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

PACIFIC GROVE

Railroads: So. Pac.

Asilomar Hotel and Conference Grounds

800 Asilomar Blvd. (Phone: FRontier 2-8016)
Manager: Mrs. Roma Philbrook
Convention Season: All year
Largest Group Accommodated: 450
No. Mtg. Rms. & Capacity of Largest: 1 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.25; Dinner: 2.25
Liquor: Not served in hotel
Charges for Mtg. Rms.: None when hotel is headquarters
Charges for Exhibit Areas: None when hotel is headquarters
Audio-Visual Aids: Screens, PA system, spotlights
Stage: Yes
Sports Facilities: 2 tennis courts, volley ball, soft ball, heated swimming pool, ping pong, pool tables, horseshoes

PALM SPRINGS

Railroads: So. Pac.
Airlines: BAL, WAL

CONVENTION BUREAU
Palm Springs Convention Bureau
Chamber of Commerce
Miss Roberta Nye, Manager

El Mirador Hotel (HSMA)

1150 N. Indian Ave. (Phone: Fairview 4-1141)
Res. Manager: Richard VanderVeer
Sales Manager: Gethin D. William
Convention Season: Oct. 1 to May 15
Largest Group Accommodated: 400 (175 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 22.00-30.00; Double: 36.00-50.00; Suites: 55.00-100. American
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector, easels
Stage: Available
Sports Facilities: Swimming, tennis, putting, badminton
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Marion Davies' Desert Inn

153 No. Palm Canyon Drive (Phone. FAirview 4-1171)
Manager: Robert Taliaferro
Convention Season: Oct., Nov., Dec. and Jan.
Largest Group Accommodated: 200 (90 rooms, 9 suites available)
Convention Rates: Single: 10.00-16.00; Double: 14.00-20.00; Suites: 30.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, croquet, archery, tennis, swimming, riding, badminton, ping pong, shuffleboard

Oasis Hotel

See Advertisement, Page 56

155 S. Belardo (Phone: FA 4-1301)
Manager: Roland Richter
Convention Season: Oct., Nov., April-June
Largest Group Accommodated: 140 (70 rooms, 5 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 12.00; Double: 18.00; Suites: 35.00
No. Mtg. Rms. & Capacity of Largest: 3 (75)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system
Sports Facilities: Swimming, shuffleboard, croquet, golf, horseback riding

Palm Springs Biltmore Hotel

1000 E. Palm Canyon Drive (Phone: 2357)
Manager: Robert B. Levin
Convention Season: All year, except Feb. 1 to Easter
Largest Group Accommodated: 150 (54 rooms, 11 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-14.00; Double: 12.00-16.00; Suites: 20.00-24.00; (June thru Sept.). Single: 16.00-19.50; Double: 18.00-22.50; Suites: 28.00-32.00; (Oct. to Xmas). Single 20.00-24.00; Double: 22.00-30.00; Suites: 36.00-40.00; (Xmas to Feb. 1st). European Plan
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8mm and 16mm projector
Sports Facilities: Swimming, tennis, golf, horseback riding, ping pong, shuffleboard

Palm Springs Riviera

See Advertisement, Page 53

1600 N. Indian Ave.
Manager: Ted Ratcliff
Convention Season: All year
Largest Group Accommodated: 250 (226 rooms 24 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 14.00-20.00; Double: 16.00-22.00; Suites: 40.00-45.00 from Sept. to June. Single: 8.00-14.00; Double: 10.00-18.00; Suites: 30.00-40.00 from June to Sept. European but will arrange American if desired.
No. Mtg. Rms. & Capacity of Largest: 5 (1300)
No. Banquet Rms. & Capacity of Largest: 2 (900)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 5.00 (10x10 booth)
Net Exhibit Space: 4,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, tennis, swimming pool

The Pueblo

1983 N. Palm Canyon Drive (Phone: FAirview 5-2273)
Manager: Henry E. Perrot
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 15 suites available)
Air Conditioning: Yes
Convention Rates: Single: 4.00-7.00; Double: 8.00-12.50; Suites: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 4.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 600 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens projectors
Stage: Yes
Sports Facilities: Tennis, golf, badminton, swimming, ping pong, horseback riding

PASADENA

Railroads: So. Pac.; Santa Fe; Pac. Elec.; U.P. Sys
Airlines: Served through Los Angeles

CONVENTION BUREAU
Convention & Visitors Information Bureau
Pasadena Chamber of Commerce
William Adams, II

AUDITORIUM

Pasadena Civic Auditorium

300 E. Green St., (SY 2-6161, Ext. 348)
Manager: Edward J. Allen
Exhibit Areas: Exhibition Hall, 16,895 sq. ft.
Floor Load: Average **Ventilation:** Blower
Rental Fees: Exhibition Hall, 8 AM-6 PM, $150—6 PM-12 M, 175; Auditorium, $200 and $300.
Ceiling Height: 35 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 10 ft.
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Truck ramp to entrance
Meeting rooms and Capacities: Main Auditorium, 3,000; 2 lecture halls, 150 and 500; 14 committee rooms
Facilities for Food Functions: Can seat 2,000 for banquet
Parking Facilities: 1,000 cars in adjoining lots
Distance from Business District: In center of business district

Hotel Green

See Advertisement, Page 15

50 E. Green St. (Phone: SYcamore 6-6141)
Manager: Harry O. Wagner
Convention Season: All year, except Dec. 25 to Jan. 5
Largest Group Accommodated: 80 rooms summer months, 10 suites available; 25 rooms winter months
Air Conditioning: Banquet rooms only
Convention Rates: Single: 6.00-9.00; Double: 9.00-12.00; Suites: 20.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms.: 4
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: 15.00 to 50.00 per day
Net Exhibit Space: 6,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (10'x12')
Sports Facilities: Swimming pool and shuffleboard

NEWEST AND MOST COMPLETE CONVENTION HOTEL IN PALM SPRINGS, CALIF.

PALM SPRINGS Riviera HOTEL

Convention hall seats 1300—banquet facilities for 900—sample rooms—small conference rooms—250 exquisitely appointed rooms—complete air conditioning.

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Write or phone for information or reservations

Los Angeles: DUnkirk 8-1151
San Francisco: EXbrook 7-2717
TED RATCLIFF, *General Manager*

Palm Springs RIVIERA
1600 North Indian Avenue
PALM SPRINGS, CALIFORNIA



CALIFORNIA

Pasadena continued

Huntington-Sheraton (HSMA)

See Advertisement, Page 11

1401 South Oak Knoll (Phone: SY 2-0266)
Manager: Stephen W. Royce
Sales Manager: George A. Whitcomb
Convention Season: Jan. 3-30, Mar. 15-Dec. 15
Largest Group Accommodated: 450 (225 rooms, 30 suites available)
Air Conditioning: All banquet and meeting rooms, 100 bedrooms
Convention Rates: Single: 10.00; Double: 14.00; Suites: 26.00-30.00. European (For American plan 8.00 per day, per person additional)
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge with 50% housing for meeting
Charges for Exhibit Areas: 10.00 per day for exhibit unit
Net Exhibit Space: 7,500 sq. ft. on one floor, 7,500 sq. ft. additional area
Audio-Visual Aids: PA system, screens, standard projector only
Stage: Available
Sports Facilities: Swimming, tennis, badminton, golf, horseback riding

PEBBLE BEACH

Railroads: S.P.
Airlines: Served through Monterey

Del Monte Lodge

(Phone: Mayfair 4-3811)
Manager: Wm. H. Hubbard
Convention Season: Oct. to June
Largest Group Accommodated: 170 (90 rooms; 4 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 18.00-34.00; Double: 37.00-47.00; Suites: 55.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 2.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,736 sq. ft. on one floor
Audio-Visual Aids: PA system, 16mm and 35mm projectors and standard slide projector
Stage: Available
sound movie projector, easels
Stage Yes (portable)
Sports Facilities: Golf, tennis, swimming pool, riding and skeet shooting
Sports Facilities: Swimming, tennis, putting, badminton
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

RICHARDSON SPRINGS

Railroads: So. Pac. (4 miles from Richardson)
Airlines: PAL (depot in Chico—6 miles away)

Richardson Mineral Springs Hotel

(Phone: Richardson Springs 71)
Manager: Robert Richardson
General Manager: Ned Richardson
Sales Manager: John Parks
Convention Season: April 1 to Nov. 1
Largest Group Accommodated: 400 (150 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 14.00-17.00; Double: 26.00-30.00; Suites: 28.00-32.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,950 all on one floor
Audio-Visual Aids: PA system, spotlights, 16mm movie projector
Stage: Available
Sports Facilities: Swimming, tennis, bocci ball, golf

RIVERSIDE

Airlines: Bonanza
Railroads: Santa Fe, U.P.

CONVENTION BUREAU

Riverside Convention Bureau
Chamber of Commerce
E. M. Barker, Convention Manager

Mission Inn

3649 7th. St. (Phone—Overland 6-1000, Tel. same)
Manager: Frank Bret
Convention Season: Spring and Fall
Largest Group Accommodated: 350 (175 rooms, 10 suites available)
Air Conditioning: Some bedrooms, banquet and meeting rooms
Convention Rates: Single: 10.00; Double: 13.00; Suites: 25.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (600)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 50.00
Charges for Exhibit Areas: 10.00 to 50.00
Net Exhibit Space: 8,100 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights and 35mm projector
Stage: Available
Sports Facilities: Swimming, golf and tennis
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

SACRAMENTO

Railroads: S. Pac.; W.P.; Sac. No.; C. Cal. I
Airlines: PAL, UAL, WCA

AUDITORIUM

Sacramento Memorial Auditorium

15th and J St. (Gilbert 2-5041)
Exhibit Areas: Basement, 1,000 sq. ft.; main floor, 9,000 sq. ft.; stage, 1,800 sq. ft.
Rental FeFes and Services: $300 per day, includes janitor service heat, light
Ventilation: Circulating fans
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 6 ft. by 12 ft.; 6 ft. by 6 ft.
Elevators and Capacities: One, 3,000 lbs.
Columns: Main floor, none; basement, every 10 ft.
Utilities: AC current
Loading Facilities: Two platforms
Storage Areas: 1,000 sq. ft.
Meeting Rooms and Capacities: Main Auditorium, 5,000; Little Theatre, 300; five committee rooms seat 30-40 each
Facilities for Food Functions: Main floor, 1,100; Basement, 1,100
Parking Facilities: Street parking and parking lot
Distance from Business District: Five blocks

El Rancho Sacramento

West Capitol Ave. (Phone: Hudson 1-3031)
Manager: Robert Seaman
Sales Manager: Mrs. Dorothy Reese
Convention Season: All year, except first two weeks in Sept.
Largest Group Accommodated: 400 (200 rooms and 10 suites available)
Convention Rates: Single: 6.00 to 10.00; Double: 8.50-12.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Mtg. Rms. & Capacity of Largest: 4 (250)
Rates for Meals: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,650 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, platform
Sports Facilities: Swimming pool, golf

Hotel Senator (HSMA)

See Advertisement, Page 15

12th & "L" Sts. (Phone: Gilbert 2-5081)
Manager: Bob Walker
Sales Manager: W. J. Rogers
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 35 suites available)
Air Conditioning: Banquet and meeting rooms and 50% of bedrooms
Convention Rates: Single: 6.00-8.50; Double: 9.00-11.00; Suites: 25.00 to 45.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (550)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25 Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: According to convention
Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: None

SAN BERNARDINO

Railroads: So. Pac.; Santa Fe; U.P.; P.E.
Airlines: Helicopter service from Los Angeles

Arrowhead Springs Hotel

P.O. Box 571 (Phone: Turner 21-221)
Manager: Richard L. Benton
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms, 10 suites available)
Air Conditioning: Most bedrooms and all banquet and meeting rooms
Convention Rates: Single: 13.00-23.00; Double: 16.00-26.00; Parlors: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, riding, swimming (2 pools)

SAN DIEGO

Railroads: A.T. & S.Fe; S.D. & A.E.
Airlines: AAL, BAL, UAL, WAL

CONVENTION BUREAU

San Diego Convention & Tourist Bureau
924 Second Ave.
James B. Simmons, Convention Manager

El Cortez Hotel

7th & Ash (Phone: BE 2-0161)
Manager: Carl P. Frank
Sales Manager: Howard Ebert
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms, 25 suites available)
Air Conditioning: Banquet rooms, some bedrooms
Convention Rates: Single: 8.00-13.00; Double: 12.00-18.00; Suites: 20.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (1,100)
No. Banquet Rms. & Capacity of Largest: 7 (950)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None, if in meeting rooms
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens and blackboards
Stage: Available
Sports Facilities: Swimming in hotel, tennis, golf, fishing, riding

Hotel San Diego

Broadway at State (Phone: BELmont 3-1221; Teletype #6318)
Manager: Tom Coleman
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms and some bedrooms
Convention Rates: Single: 6.00-8.00; Double: 8.00-12.00; Suites: 12.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.85; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 7,800 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Close to beaches and water sports

U. S. Grant

326 Broadway (Phone: Belmong 2-3121)
Gen. Manager: Carleton Lichty
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 25 suites available)

Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-10.00; Double: 9.00-16.00; Suites: 20.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (800)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 & up
Net Exhibit Space: 10,000 sq. ft on one floor
Audio-Visual Aids: PA system, spotlights, large film projector
Stage: Yes (16'x62')
Sports Facilities: Golf, tennis, horseback riding, swimming nearby

SAN FRANCISCO

Railroads: S.P.; Santa Fe; W.P.; N.W.P.; P. & S.R.
Airlines: AAL, PAA, PAL, TWA, UAL, WCA, WAL

CONVENTION BUREAU
San Francisco Convention & Tourist Bureau
Exposition Auditorium (2)
W. G. Swanson, Vice President-Gen. Manager

AUDITORIUMS

Civic Auditorium—Brooks Exhibit Hall

57 Grove St. (HEmlock 1-6352)

Manager: James T. Graham
Exhibit Areas: Brooks Hall 90,000 sq. ft.; Civic Auditorium 70,000 sq. ft.
Floor Load: Unlimited
Ceiling Height: Brooks Hall 14 ft.; Auditorium 70 ft. **PA System:** Available in auditorium.
Dimensions, Opening to Exhibit Hall: 50 ft. by 14 ft.
No. of Elevators: 2 passenger, 3 freight
Columns, Locations and Dimensions: Hall every 40 ft., auditorium, none.
Utilities: AC, DC current, water, gas, sewage
Loading Facilities: Loading docks, truck areas
Storage Areas: Approx. 5,000 ft.
Meeting Rooms and Capacities: 20 rooms seating from 30 to 9,000
Banquet Capacity: 2,500
Parking Facilities: 2,400
Distance from Business District: In business district

Cow Palace

(Phone: JUniper 4-2480)
Manager: Nye Wilson
Exhibit Areas: 316,000 sq. ft.; Arena and two wings 180,000 sq. ft. on one level
Rental Fees: Variable, no services included
Floor Load: Unlimited
Ventilation: Automatic
Ceiling Height: 104 ft. in Arena, 18 ft. in wings
PA System: Yes
Dimensions, Opening to Exhibit Hall: Arena, 13 ft., 8 inches; wings, 12 ft., 2 inches
Columns: None in Arena; 10 in. by 10 in. steel in wings, 20 ft. by 40 ft. spaces
Utilities: 1,750 KVA—three phase
Loading Facilities: Forklifts and docks on grounds; railroad siding ¼ mile away
Storage Areas: Unlimited under cover
Number of Mtg Rms. & Capacity: 6, 80' x 250' or divided
Facilities for Food Functions: Banquet for 4,000 in Arena. 4 Restaurants
Parking Facilities: 6,300 cars
Distance from Business District: 12 minutes from center city via freeway

Alexander Hamilton Hotel

631 O'Farrell St. (Phone: GRaystone 4-5500)
Manager: Bruce R. Warden
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms; 6 suites available)
Convention Rates: Single: 9.00-14.00; Double: 12.00-18.00; Suites: 20.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (150)
No. Banquet Rms. & Capacity of Largest: 5 (150)
Group Meal Rates: Breakfast: 1.45; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-25.00
Net Exhibit Space: 2,000 sq. ft. on one floor
Stage: Yes

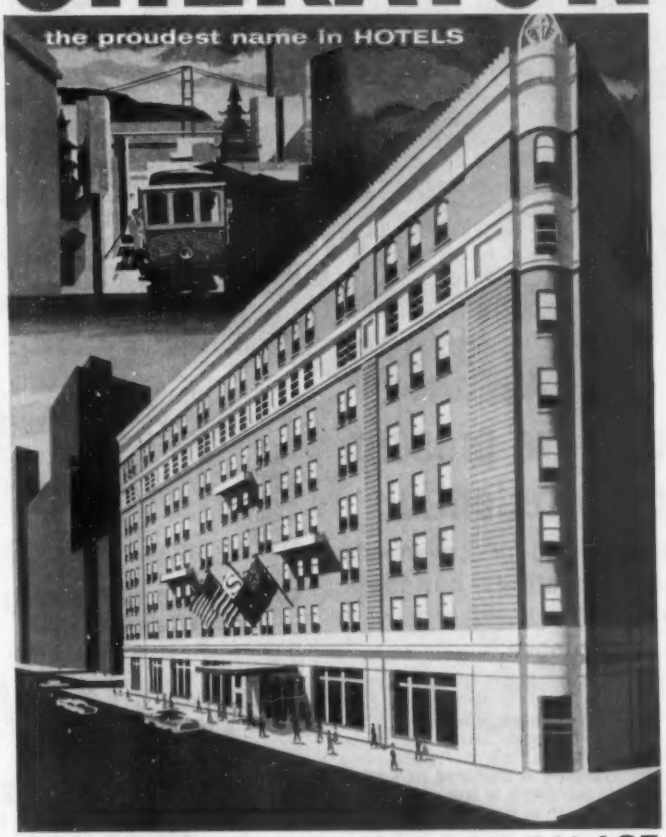
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SHERATON



SAN FRANCISCO: SHERATON-PALACE

It's the outstanding convention hotel in America's favorite convention city. See listing for complete convention facilities.

Harley Watson, *Gen. Mgr.*

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PITTSBURGH	BINGHAMTON, N.Y.	INDIANAPOLIS	NEW ORLEANS	**CANADA**
BALTIMORE	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	**WEST COAST**	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

CALIFORNIA
San Francisco continued

Fairmont Hotel

Atop Nob Hill (Phone: DO 2-8800)
Manager: Richard L. Swig
Sales Manager: John Tetley Co.
Convention Season: All year
Largest Group Accommodated: 350 (165 rooms, 15 suites available)
Air Conditioning: Some banquet and meeting rooms
Convention Rates: Single: 12.00-15.00; Double: 16.00-24.00; Suites: 37.00-84.00. European
No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
No. Banquet Rms. & Capacity of Largest: 20 (900)
Group Meal Rates: Breakfast: 3.00; Lunch. 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Net Exhibit Space: 8,860 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Hotel Mark Hopkins (HSMA)

See Advertisement, Page 167

Nob Hill (Phone: Exbrook 2-3434)

Manager: George D. Smith
Sales Manager: Harold F. Sands
Convention Season: All year
Largest Group Accommodated: 400 (165 rooms, 35 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 15.00-19.00; Double: 19.00-23.00; Suites: 30.00-108.00
No. Mtg. Rms. & Capacity of Largest: 9 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (800)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.25 Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if hotel is convention headquarters and food is served
Charges for Exhibit Areas: Yes
Net Exhibit Space: 6,700 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Maurice Hotel

See Advertisement, Page 56

761 Post St. (Phone: ORD 3-6040)
Manager: Alex Hoffer
Convention Season: All year
Largest Group Accommodated: 100 (40 rooms, 4 suites available)
Convention Rates: Single: 7.00-8.50; Double: 9.00-12.00; Suites: 17.50. European
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms. & Capacity of Largest: 1 (30)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Beer & Wine
Charges for Mtg. Rms.: 15.00
Audio-Visual Aids: Can rent

Sheraton Palace Hotel (HSMA)

See Advertisement, Page 55

New Montgomery & Markets Sts. (Phone: Exbrook 2-8600)
General Manager: Edmond A. Rieder
Sales Manager: James Stahlbaum
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms, 40 suites available)
Convention Rates: Single from 10.00; Double: from 16.00; Suites: from 30.00. European
No. Mtg. Rms. & Capacity of Largest: 18 (1,000)
No. Banquet Rms. & Capacity of Largest: 18 (1,000)
Group Meal Rates: Breakfast: from 2.85; Lunch: from 3.75; Dinner: from 4.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 14.00 to 350.00
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, closed-circuit TV, 16mm projector
Stage: Available

St. Francis Hotel (HSMA)

See Advertisement, Page 56

Union Square (Phone: EXbrook 7-7000)
Managing Director: Dan E. London
Asst. Gen. Mgr.: David Plant
Convention Season: All year
Convention Rates: Single: 10.00-22.00; Twins: 16.00-25.00; Suites: 30.00-150.00
No. Mtg. Rms. & Capacity of Largest: 25 (750)
No. Banquet Rms. & Capacity of Largest: 25 (750)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 250.00
Net Exhibit Space: 5,338 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, movie screens
Stage: Available

Sir Francis Drake (HSMA)

See Advertisement, Page 56

Powell at Sutter Streets (Phone: EXbrook 2-7755)
Manager: Edward C. Sequeira
Sales Manager: Jack Hempstead
Convention Season: All year
Largest Group Accommodated: (200 rooms, 15 suites available)
Convention Rates: Single: 10.50-15.50; Double: 12.50-17.50; Twins: 15.50-20.50; Suites: 32.00-45.00. European.
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.25; Dinner: 4.50 (plus 4% sales tax & gratuity)
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Audio-Visual Aids: PA system, spotlights, podiums, blackboards, film projectors may be rented
Stage: Available

Hotel Whitcomb

8th & Market Sts. (Phone: UNderhill 1-9600)
Manager: Karl C. Weber
Convention Season: All year
Largest Group Accommodated: 250 (230 rooms, 15 suites available)
Convention Rates: Single: 7.00-12.00; Double: 10.00-16.00; Suites: 18.00-60.00 European
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (1,200)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 to 400.00
Charges for Exhibit Areas: 7.50 to 400.00
Net Exhibit Space: 21,060 sq. ft.
Audio-Visual Aids: PA system, blackboards, motion picture screen
Stage: Available

SAN JOSE

Railroads: So. Pac.; W.P.
Airlines: Pacific

CONVENTION BUREAU

Convention & Tourist Bureau
Civic Auditorium Bldg. (13)
Henry M. Plymire, Manager

AUDITORIUM

Civic Auditorium

Market & San Carlos Sts. (Cy 2-3141, Ext. 207)
Manager: Francis F. Heney
Exhibit Areas: 14,000 sq. ft.
Rental Fees and Services: 10% of gross, no services
Floor Load: 100 per sq. ft.
Ceiling Height: 45 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12-ft. door
Columns: None
Utilities: 110-220 current
Loading Facilities: Truck-height loading zone
Storage Areas: 2,000 sq. ft.
Facilities for Food Functions: Concession and caterer
Parking Facilities: 800 cars
Distance from Business District: One block

Montgomery Hotel

211 S. First St. (Phone: CY 4-9404
Manager: Ralph Caldwell
Convention Season: All year
Largest Group Accommodated: 126 (60 rooms, 2 suites available)

sales executives!

may we present our credentials:

our portfolio for conventions, sales meetings, banquets, trade shows, get-togethers par excellence:

■ Located in the largest cities west of Denver ■ Exclusive Hoteletype service allows confirmed reservations, special requests, in a matter of minutes ■ Confirmed room reservations are guaranteed ■ Specialists at your service to assist in meeting plans ■ Complete handling of all details of accommodations, food, music, decorations, entertainment ■ Family plan allows children under 14 free accommodations ■ Send for more information on any Western Hotel now.

Western Hotels
INCORPORATED

Executive Office, Olympic Hotel, Seattle, Washington
National Sales Office, 37 So. Wabash Ave., Chicago, Ill.

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Robert W. Holden
Vice President and Managing Director

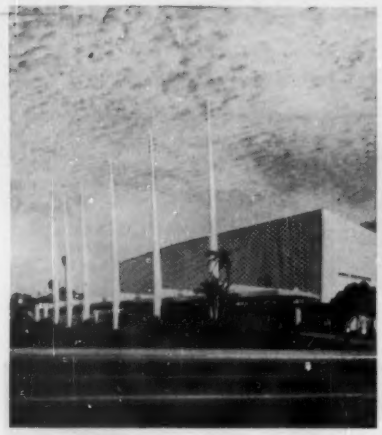
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Western's Convention Bureau will gladly supply you with the facts to help you decide which of these convention areas will fit your needs best. Just write Betty West, Convention Bureau Manager, 6060 Avion Dr., Los Angeles 45, California.



SANTA MONICA

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MEET in:

New Civic Auditorium, featuring:

Largest tilting floor in the world
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Levels for exhibits, meals
30,000 square feet of exhibit space
15 committee rooms for 25 to 600
Air conditioning, high fidelity sound
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STAY in:

New Hotels, Motels, featuring:
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Pacific Ocean Park — golf —
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Santa Monica Chamber of Commerce
Convention and Visitors Bureau
109 Santa Monica Blvd.
Santa Monica, California

Name: .....
Title: .....
Organization: .....
Address: .....
City: ..... Zone: ..... State: .....

CALIFORNIA

San Jose continued

Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 6.00-8.00; Double: 7.00-10.00; Suites: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-50.00 per day
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes (8'x20')
Sports Facilities: Golf, swimming, riding adjacent

SAN MATEO

Railroads: SP

The Villa Hotel (HSMA)

Villa Sq. & El Camino Real (Phone: Fireside 1-0966)
General Manager: Maynard Strahl
Dir. of Sales: Dale L. Butterfield
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 5 suites available)
Air Conditioning: Banquet halls, meeting rooms
Convention Rates: Single: 10.00; Double: 13.00; Suites: 25.00-57.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if sufficient guest rooms used
Charges for Exhibit Areas: None if sufficient guest rooms used
Net Exhibit Space: 8,300 sq. ft. on two floors
Audio-Visual Aids: Screens, blackboards, PA system, spotlights, platforms
Sports Facilities: Heated pool, nearby golf, fishing and bowling
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

SANTA BARBARA
CALIFORNIA

Miramar

THE TRULY RESORT CONVENTION HOTEL

Unequalled for conventions, sales and board of directors meetings, incentive award conferences, exhibits, etc. for groups large or small. Centrally located, only 90 miles from Los Angeles, served by air, rail and bus. Modern Convention Center accommodating 700 for meetings, 575 for banquets. 4 additional function rooms seating 10-200 for meetings and 10-180 for banquets.

Superb recreational facilities. Private sandy ocean beach, heated fresh water pool, tennis, ping-pong, shuffleboard and golfing at nearby country club.

Special group rates either European or American Plan on request.

WRITE: TED AHLSTEDT, SALES MGR.

MIRAMAR HOTEL RESORT
SANTA BARBARA, CALIFORNIA
W. P. GAWZNER, MGR.

SANTA BARBARA

Airlines: Pacific, UAL
Railroads: So. Pac.

CONVENTION BUREAU
Santa Barbara Convention Bureau
P.O. Box 299
Norine DeOrian, Manager

Hotel Carrillo (HSMA)

Carrillo & Chapala Sts. (Phone: WO 6-7161)

Manager: Pat Connolly
Convention Season: All year
Largest Group Accommodated: 256 (125 rooms, 6 suites available)
Air Conditioning: Banquet halls only
Convention Rates: Single: 6.50-12.00; Double: 8.50-16.00; Suites: 16.00-32.000
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 1
Group Meal Rates: Breakfast: 1.50; Lunch: 1.65; Dinner: 2.10
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None

Deric Mar Monte Motor Hotel

East Cabrillo Blvd. (Phone: 6-6121)
Manager: Tom L. Hill
Sales Manager: Pete Sjostrom
Convention Season: All year
Largest Group Accommodated: 200 (70 rooms, 4 suites available)
Convention Rates: Single: 8.00-10.00; Double: 10.00-12.00; Suites: 25.00-29.00. European (American if requested)
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (350)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Net Exhibit Space: 4,506 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens
Stage: Yes (24'x8')
Sports Facilities: Swimming, golfing, riding, boating, Tennis, Cricket, fishing & hunting (in season)

Miramar Hotel (HSMA)

See Advertisement, Page 58

South Coast Hwy. (Phone: 9-2203)
Manager: W. P. Gawzner
Sales Manager: Ted Ahlstedt
Convention Season: All year except July and Aug.
Largest Group Accommodated: 300 (130 rooms)
Air Conditioning: Meeting rooms, banquet halls
Convention Rates: Single: 8.00; Double: 10.00; Suites: 14.00-25.00
No. Mtg. Rms. & Capacity of Largest: 7 (800)
No. Banquet Rms. & Capacity of Largest: 4 (600)
Group Meal Rates: Breakfast: .60-2.15; Lunch: 1.75-2.00; Dinner: 2.25-5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Variable
Net Exhibit Space: 5,150 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Sports Facilities: Heated pool, tennis, golf, private beach, shuffleboard, ping pong, fishing, riding, charter fishing
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Santa Barbara Biltmore and Cottages

(Phone: WOodland 9-2261)

Manager: Daniel J. O'Brien
Convention Season: Sept. to July 15
Largest Group Accommodated: 260 (120 rooms, 12 suites available)
Convention aRtes: Single: 12.00-22.00; Double: 14.00-25.00; Suites: 26.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 12,180 sq. ft. on one floor
Audio-Visual Aids: Two 35mm motion picture sound projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Putting course, tennis, shuffleboard, croquet, table tennis, badminton, horse shoes, riding, deep sea fishing, swimming, 2 golf courses nearby

SANTA CRUZ

Railroads: So. Pac.

CONVENTION BUREAU
Santa Cruz Convention Bureau
Civic Auditorium
Mrs. Kay Dillon, Manager

Santa Cruz Civic Auditorium

Civic Center (Phone: GA 3-1214)

Manager: H. R. Judah
Exhibit Areas and Square Footage of Each: Main auditorium only 7,000 sq. ft.
Rental Fees and Services Included in Rent: Afternoon and evening $90.00
Floor Load: Unlimited
Ceiling Height: 46 ft. **PA System:** Yes
No. of Elevators: None
Current and Utilities Available: Electric AC and gas
Loading Facilities: Ramp to stage door-two wide side entrances
Railroad Sidings: No
Number of Meeting Rooms and Capacities: 6 from 25 to 75 persons
Facilities for Food Functions: Kitchen for banquet of 720
Parking Facilities: Curb and lots—500 cars
Distance from Business District: One block and a half

SANTA MONICA

Railroads: Pac. Elec.; So. Pac.
Airlines: Served through Los Angeles

AUDITORIUM

Civic Auditorium

See Advertisement, Page 58

1855 Main St. (Phone: EXbrook 3-9961)
Manager: John T. Webb
Exhibit Area: 22,000 sq. ft.
Ventilation: Air conditioning
Ceiling Height: 48'
PA System: 3 channel Stereophonic
Dimensions, Opening to Exhibit Hall: 10' by 16'
No. of Elevators and Capacities: One—50 tons
Columns, Locations and Dimensions: None
Current and Utilities Available: 110, 220 V
Loading Facilities: Three docks
Location, Size of Storage Areas: 4,000 sq. ft. on perimeter of Auditorium
Number of Meeting Rooms and Capacities: Seven for 100 each
Facilities for Food Functions: Banquet for 1,850
Parking Facilities: For 800 cars
Distance from Business District: 3 blocks

Hotel Miramar

See Advertisement, Page 58

Second & Wilshire (Phone: EXbrook 4-3731)

Manager: William W. Donnelly
Sales Manager: Ruth Anderson
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 8.00-10.00; Double: 13.00-15.00; Suites: 18.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.50 (plus tax & tip)
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters in hotel
Charges for Exhibit Areas: Variable
Net Exhibit Space: 6,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm film projector
Stage: Portable
Sports Facilities: Heated swimming pool on grounds

SANTA ROSA

Railroads: So. Pac., Nor. W. P.
Airlines: PAL

CONVENTION BUREAU

Convention & Tourist Bureau
Chamber of Commerce
Flamingo Hotel
Scott Gordon, Manager

Veterans' War Memorial Building

1351 Bennett Ave. (Phone: LIberty 5-2013)
Manager: Jack Whelan
Exhibit Areas and Square Footage of Each: Main auditorium 10,800 sq. ft., Foyer and halls 2,500 sq. ft.
Rental Fees and Services Included in Rent: 175.00 per day. Includes janitors, and all available equipment.
Ventilation: Forced air
Ceiling Height: 40' **PA System:** Yes
Dimensions, Opening to Exhibit Hall: 6' doors
Columns, Locations and Dimensions: None
Current and Utilities Available: 120-220 V
Loading Facilities: Truck ramp off rear of stage
Location, Size of Storage Areas: 4,000 sq. ft. off-stage on same level
Number of Meeting Rooms and Capacities: Three rooms for 35, two for 400, one for 150, plus auditorium for 1,500.
Facilities for Food Functions: Banquet for 1,000
Parking: Space for 500 cars
Distance from Business District: 1 mile

Flamingo Hotel

4th & Farmers Lane (Phone: LI 5-6310)
Manager: Roland B. Bliss
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 16 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00; Double: 10.00; Suites: 21.00. European.
No. Mtg. Rms. & Capacity of Largest: 4 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (900)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if food served
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool, golf nearby
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Santa Rosa Hotel

508 4th St. (Phone: LIberty 2-1742)
Manager: Jack Kronstedt
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 5.00-6.00; Double: 7.00-10.00; Suites: 14.00-20.00. European.
No. Mtg. Rms. & Capacity of Largest: 10 (350)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 8' by 14'
Sports Facilities: Golf 2 miles away

SOLVANG

Alisal Ranch and Resort

P.O. Box 497 (Phone: Santa Ynez 233)
Manager: Lynn S. Gilham
Convention Season: September to April
Largest Group Accommodated: 120 (36 rooms, 8 suites available)
Convention Rates: Single: 22.00; Double: 34.00; Suites: 34.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,600 sq. ft. on one floor
Audio-Visual Aids: 16mm projector
Stage: 10' by 20'
Sports Facilities: Golf, swimming, tennis, croquet, badminton, shuffleboard, archery, riding.

YOSEMITE NATIONAL PARK

Railroads: S. Pac.; Santa Fe; West Pac.; Yosemite Transportation System
Airlines: United to Merced

The Ahwahnee

(Phone: FRontier 2-4411)
Manager: Stuart Cross
Sales Manager: George H. Oliver
Convention Season: Sept. to June 1
Largest Group Accommodated: 200 (100 rooms, 4 suites available)
Convention Rates: Single: 23.00-24.00; Double: 34.00-36.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (225)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 7,780 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm slide, 2x2 slide, 16mm projector
Stage: Available
Sports Facilities: Horseback riding, golf, tennis, swimming, hiking, bicycling
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

COLORADO

ASPEN

Railroads: D&RGW

Aspen Meadows

(Phone: WAlnut 5-3426; Telegraph: Aspen, Colo.)
Manager: E. F. Armstrong
Sales Manager: Gerald G. Hewey
Convention Season: Sept. to Dec., April to July
Largest Group Accommodated: 88 (43 rooms, 1 suite available)
Convention Rates: Single: 10.00-12.00; Double: 14.00-16.00; Suites: 24.00-40.00. European. For American add 8.50 per person
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms.: 2
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 4.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,710 sq. ft. on one floor
Audio-Visual Aids: PA system, slide projector and 16mm projector
Sports Facilities: Tennis, swimming pool, health center, skiing, hunting, fishing, horseback riding, dogsled rides

COLORADO SPRINGS

Railroads: D. & R.G.W.; A.T. & S.F., Col. & So.; C.R.I. & P.; M.T.
Airlines: BNF, CEN, CAL

Antlers Hotel

Pikes Peak & Cascade Ave. (Phone: Melrose 2-2661; Telegraph: Antlers)
Manager: Dale M. Seiders
Convention Season: Sept. 15-June 15
Largest Group Accommodated: 385 (175 rooms, 10 suites available)
Convention Rates: Single: 8.00-12.00; Double: 12.00-16.00; Suites: from 18.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 5 (475)
Group Meal Rates: Breakfast. 1.50; Lunch: 1.85; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 per booth
Net Exhibit Space: 6,500 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens
Stage: 8 ft. by 40 ft.
Sports Facilities: Swimming, volley ball
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Broadmoor Hotel

(Phone: Melrose 4-7711)
Manager: William B. Hall, Jr.
Sales Manager: John M. Haymes
Convention Season: September to July
Largest Group Accommodated: 460 (200 rooms, 30 suites available)
Convention Rates: Single: 10.00-19.00; Double: 17.00-33.00; Suites: 23.00-47.00
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,150 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, 35mm film projector
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

DENVER

Railroads: Union Pac.; Santa Fe; Burlington Route; D. & I.; Rock Island; Col. & So.; D. & R.G.W.; U.P.
Airlines BNF, CEN, CAL, FAL, TWA, UAL, WAL

COLORADO

Denver continued

CONVENTION BUREAU

Denver Convention & Visitors Bureau
225 W. Colfax Ave. (2)
Clarence N. Hockom, Manager

AUDITORIUMS

City Auditorium Arena

13th & Champa Sts. (MA 3-1133 Ext. 247)
Director: Joseph J. Salenkey
Exhibit Areas: Convention Arena floor, 20,000 sq. ft.; Promenade, 2,000 sq. ft.; Remodeled theatre available December, 1956
Rental Fees and Services: Rent is free; payment only for services. If exhibit space is sold, charge is .15 per sq. ft. of net space or cost of basic services—whichever is greater.
Floor Load: Exhibition Hall, unlimited; Arena Level 100 lbs. per sq. ft.
P. A. System. Available in Auditorium, Arena
Ceiling Height: Exhibition Hall, 12.5 ft.; Arena, 80 ft.
Dimensions, Openings to Exhibit Hall: 14.4 ft. wide by 11 ft. high
Elevators and Capacities: One service elevator, 12 ft. long by 6 ft. wide, 75 lbs. per sq. ft. load limit
Columns: In Exhibition Hall
Utilities: AC any voltage, water, drains, gas
Loading Facilities: Ramps
Storage Areas: Limited
Meeting Rooms and Capacities: Nine meeting rooms seat from 60 to 120; Arena, seats 5,588
Facilities for Food Functions and Banquet Capacity: Catering kitchen can handle banquet for 2,000
Parking Facilities: 12 lots within 2 blocks of auditorium

Denver Coliseum

46th Ave. and 44th St. (MAin 3-1133, Ext. 557)
Director: Joseph J. Salen
Exhibit Areas: Arena, 29,464 sq. ft.; Promenade 30,000 sq. ft.; Lower back stage area, 6,000 sq. ft.
Rental Fees: On application
Floor Load: Unlimited
Ventilation: Roof exhaust blowers
Ceiling Height: 87 ft.
P. A. System: Available
Columns: None
Utilities: Electricity, gas, water
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: 10,933 seats (7,933 permanent)
Facilities for Food Functions and Banquet Capacity: Can handle 2,000
Parking Facilities: 2,500 cars
Distance from Business District: Three miles

Meeting in

DENVER ?

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UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

Brown Palace Hotel (HSMA)

17th & Tremont (Phone: TA-5-3111)
Manager: Charles A. O'Toole
Sales Manager: Karl W. Mehlmann
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.50-17.00; Double: 13.00-20.00; Suites: 22.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (830)
No. Banquet Rms. & Capacity of Largest: 9 (580)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Audio-Visual Aids: PA system, spotlights
Stage: 10' by 34'
Sports Facilities: Golf (municipal course nearby)

The Cosmopolitan Western Hotel (HSMA)

See Advertisement, Page 56

18th & Broadway (Phone: Main 3-2181; Telegraph: FKJ)
Manager: Tom Lee
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 7.50-13.00; Double: 12.00-19.00; Suites: 21.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (650)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00-200.00
Charges for Exhibit Areas: 15.00-200.00
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlight, movie screen
Stage: Yes (19'x13')

Hilton Hotel

See Advertisement, Page 33

16th & Court Place (Phone: AMherst 6-3911)
Manager: Truett Gore
Sales Manager: Robert B. Kern
Convention Season: All year
Largest Group Accommodated: 1,200 (550 rooms, 50 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Available after Jan. 1. European
No. Mtg. Rms. & Capacity of Largest: 33 (2,100)
No. Banquet Rms. & Capacity of Largest: 33 (1,400)
Group Meal Rates: Available after Jan. 1
Liquor: Served in hotel
Net Exhibit Space: 33,936 sq. ft. 15,801 sq. ft. is included in meeting room space
Audio-Visual Aids: PA system, spotlights. Screens and standard equipment available from or through hotel
Stage: Yes (variable)
Sports Facilities: Ice skating across the street

Hotel Park-Lane

450 S. Marion St. (Phone: Pearl 3-4611)
Manager: M. J. Hampton
Sales Manager: Beth Von Rutch
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, 90% of bedrooms
Convention Rates: Single: 9.00-12.00; Double: 12.00-14.00; Suites: 25.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: Outdoor Swimming pool, golf

ESTES PARK

Railroads: Union Pac.; Santa Fe; Burlington Route; D. & I.; Rock Island; Col. & So.; D. & R.G.W.; U.P.—all to Denver
Airlines: Served via Denver

Harmony Guest Ranch

(Phone: 530)
Manager: S. W. Hayes
Sales Manager:
Convention Season: June-July 15, Sept. 1-20
Largest Group Accommodated: 70 (36 rooms, 7 suites available)
Air Conditioning:
Convention Rates: Single: 40.00; Double: 50.00; Suites: 100.00. American.
No. Mtg. Rms. & Capacity of Largest: 1
No. Banquet Rms. & Capacity of Largest: 1
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 200 sq. ft. on one floor
Audio-Visual Aids: 16mm projector, PA system
Sports Facilities: Swimming, horses, golf
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Stanley Hotel

(Phone: 23)
Manager: Bob Dean
Convention Season: June 1-Sept. 15
Largest Group Accommodated: 400 (175 rooms, 8 suites available)
Convention Rates: Single: 22.00-42.00; Double: 34.00; Suites: 44.00-60.00. American
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm and 35mm projectors, screens
Stage: Available
Sports Facilities: Swimming pool, golf, riding, shuffleboard, ping pong
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

CONNECTICUT

GROTON

Railroads: PRR; N.Y., N.H. & H.

Griswold Hotel & Country Club

See Advertisement, Page 61

Eastern Point (Phone: Hilltop 5-9701; N.Y.C. Office: CI: 5-6374)
Manager: Milton Schlossberg
Convention Season: June, July, Aug., Sept.
Largest Group Accommodated: 700 (400 rooms, 10 suites)
Convention Rates: Single: 17.00-20.00; Double: 34.00-36.00; Suites: 38.00-48.00. American
No. Mtg. Rms. & Capacity of Largest: 7 (800)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00-6.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, film projectors
Stage: Available
Sports Facilities: Golf, swimming pool, Tennis, badminton, horseshoes, fishing, boating, ping pong, softball

HARTFORD

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL, NEA, TWA, UAL

Hotel Bond

338 Asylum St. (Phone CHapel 7-3231)
Manager: G. R. Davies
Sales Manager: Arthur Hewson
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 5 suites available)
Air Conditioning: 10 small banquet rooms, 100 bedrooms
Convention Rates: Single: 5.00-8.50; Double: 7.50-13.00; Suites: 17.50-31.50, European
No. Mtg. Rms. & Capacity of Largest: 12 (350)
No. Banquet Rms. & Capacity of Largest: 14 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 to 150.00
Charges for Exhibit Areas: 7.50 to 150.00
Net Exhibit Space: 12,285 sq. ft.
Audio-Visual Aids: PA system, movie screen
Stage: Available
Facilities for Food Functions and Banquet Capacity: Caterers can serve up to 1,500
Parking Facilities: Garage in building, nearby lots
Distance from Business District: Three blocks

Taft Hotel

81 College St. (Phone: STate 7-1121
Manager: William P. Diamond
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 6 suites available)
Air Conditioning: Banquets and meeting rooms
Convention Rates: Single: 5.00-8.50; Double: 10.00-13.00; Suites: 20.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Group Meal Rates: Breakfast: from 1.75; Lunch: from 2.50; Dinner: from 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports facilities: Swimming, golf, boating

NEW LONDON

Railroads: N.U., N.H. & H.; Cent. Vt.
Airlines: NEA

Mohican Hotel

281 State St. (Phone: Gibson 3-4341)
Manager: E. T. Lemonis
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 20 suite available)

Hotel Statler Hilton (HSMA)

See Advertisement, Page 33

10 Ford St. (Phone: CHapel 9-5611)
Manager: F. P. Morse
Sales Manager: Charles J. Justice
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-11.00; Double: 12.00-14.50; Twins: 15.00-17.00; Suites: 25.00-41.00
No. Mtg. Rms. & Capacity of Largest: 14 (1,000)
No. Banquet Rms. & Capacity of Largest: 14 (850)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Net Exhibit Space: 6,000 sq. ft. one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf nearby

MOODUS

Railroads: N.Y., N.H. H

Banner Lodge

(Phone: TRiangle 3-8652)
Manager: Jack Banner
Sales Manager: Irving Levowitz
Convention Season: May 28-Sept. 15
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: 15.00 per day plus 15% for tax and gratuities
No. Mtg. Rms. & Capacity of Largest: 2 (600)
No. Banquet Rms. & Capacity of Largest: 1 (600)
Group Meal Rates: Lunch: 3.50; Dinner: 5.00
Liquor: Available locally
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: Slide and motion picture projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, 2 softball diamonds, 8 clay tennis courts, volleyball courts, handball courts, golf driving range, archery range, private lake, boating and water skeeters, basketball court, golf

NEW HAVEN

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL

AUDITORIUM

New Haven Arena

26 Grove St. (LOcust 2-3123)
Manager: Nathan Podoloff

Exhibit Areas: Main floor, 16,000 sq. ft.; mezzanine, 4,000 sq. ft.
Rental Fees and Services: Depends on event
Floor Load: 250 lbs. per sq. ft., main floor; 100 lbs. per sq. ft. mezzanine
Ventilation: Exhaust fans
Ceiling Height: 35 ft.
P. A. Systems: Altec
Dimension Opening to Exhibit Hall: 12 ft. 9 in. by 12 ft. 5 in.
Columns: None
Utilities: 110-220 single and 3-phase current
Loading Facilities: Loading platforms, forklift equipment
Storage Areas: 10,000 sq. ft. adjacent
Meeting Rooms and Capacities: Ten rooms, up to 50 each





CONNECTICUT

New London continued

Air Conditioning: Banquet rooms
Convention Rates: Single: 3.50-6.00; Double: 6.50-12.00; Suites: 12.00-15.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (275)
No. Banquet Rms. & Capacity of Largest: 4 (275)
Group Meal Rates: Breakfast: .75; Lunch: 1.25; Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Charges for Exhibit Areas: 10.00 to 100.00
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Small platform

NORWALK

Treadway Inn

See Advertisement, Pages 30, 31

(Phone: TEmple 8-5531)
Manager: Francis Power, Jr.
Sales Manager: David Treadway
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 8.00; Double: 15.00. Special group rates on request
No. Mtg. Rms. & Capacity of Largest: 3 (225)
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,250 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, 8mm movie projector, 35mm slide projector

STAMFORD

Railroads: N.Y., N.H. & H.
Airlines: N. Y. Airways 'copter

Roger Smith Hotel

See Advertisement, Page 61

55 River Street (Phone: DAvis 3-2112)
Manager: Frank Foley
Convention Season: All year
Largest Group Accommodated: 200 (135 rooms available)
Air Conditioning: Banquet halls and some bedrooms
Convention Rates: Single: 7 to 10.50; Double: 10.00 to 13.50. European
No. Mtg. Rms. & Capacity of Largest: 4 (120)
No. Banquet Rms. & Capacity of Largest: 4 (90)
Liquor: Yes
Charges for Mtg. Rms.: Available on request
Charges for Exhibit Areas: Available on request

WATERBURY

Railroads: N.Y., N.H. & H.

Roger Smith Hotel

See Advertisement, Page 62

30 W. Main St. (Phone: PL 3-2161)
Manager: Vincent Gerardi
Convention Season: All year
Largest Group Accommodated: 200 (160 rooms, no suites available)
Air Conditioning: Smaller banquet and meeting rooms, one-third bedrooms
Convention Rates: Single: 4.00-8.00; Double: 6.75-11.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No. Banquet Rms. & Capacity of Largest: 9 (325)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf one mile

DELAWARE

WILMINGTON

Railroads: Balt. & Ohio; Penna.; Reading
Airlines: AAA, AAL, EAL

Hotel DuPont (HSMA)

11th & Market Sts. (Phone: 6-8121)

Manager: J. D. LaMothe
Sales Manager: F. H. Colbourn, Jr.
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms and 8 suites available)
Air Conditioning: Bedrooms, meeting rooms, banquet halls
Convention Rates: Single: 9.00-11.00; Double: 12.00-21.00; Suites: 30.00 to 35.00. European
No. Mtg. Rms. & Capacity of Largest 11 (1,250)
No. Banquet Rms. & Capacity of Largest: 10 (650)
Rates for Meals: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, suites and large twins
Charges for Mtg. Rms.: 3.00 to 125.00
Charges for Exhibit Areas: 3.00 to 125.00
Net Exhibit Space: 7,800 sq. ft.
Audio-Visual Aids: Sound projector, screen, PA system, spotlights, 8mm & 16mm projectors
Stage: Yes

DISTRICT OF COLUMBIA

WASHINGTON

Railroads: Penna.; Balt. & Ohio; Ches. & Ohio R.F. & P.; So. Ry.
Airlines: AAA, AAL, BNF, CAP, DAL, EAL, NAL, NEA, NWA, PAA, PAI, TWA, UAL

CONVENTION BUREAU
Greater National Capital Committee
1616 K. St., N.W. (6)
Clarence A. Arata, Manager

AUDITORIUM

National Guard Armory

See Advertisement, Page 13

2001 East Capitol St. (Lincoln 7-9077)
Manager: Arthur J. Bergman
Exhibit Areas: Main floor 76,000 sq. ft.; Lower-level 65,000 sq. ft.
Rental Fees and Services: Commercial, $1,000 per day, $5,000 per week; trade shows, $.15 per sq. ft. for exhibit area; services extra.
Floor Load: 400 lbs. per sq. ft.
Ventilation: 24 - 48 in. exhaust fans
Ceiling Height: 95 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 16 ft. by 16 ft.
Columns: None
Utilities: 208 and 120 single and 3-phase AC steam, gas water, air and drain lines
Loading Facilities: Drive in and outside loading dock
Storage Areas: Basement 7,000 sq. ft.
Meeting Rooms and Capacities: 24, 100 persons, 3, 150 persons; 2, 300 persons; 3, 500 persons; 2 1,750 persons
Facilities for Food Functions and Banquet Capacity: Facilities for banquets up to 5,000
Parking Facilities: 1,500 cars
Distance from Business District: Three miles

Uline Arena

3rd & M Sts., N.W. (Phone LI 7-5800)
Manager: Paul B. Rothgeb
Exhibit Areas: 20,000 sq. ft.
Rental Fees and Services: $750 per show, plus expenses
Floor Load: Unlimited
Ceiling Height: 40 ft.
PA System: Yes



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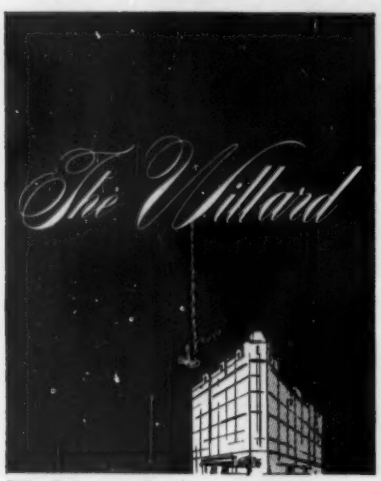
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DISTRICT OF COLUMBIA
continued

Dimensions, Opening to Exhibit Hall: 50 ft. by 15 ft.
Columns: None
Loading Facilities: Trucks can drive into building; railroad siding next door
Storage Areas: Under Arena seating
Meeting Rooms and Capacities: 14 rooms, up to 50 people
Facilities for Food Functions: Banquet for 1,500
Distance from Business District: ½ mile

Manger Annapolis Hotel (HSMA)

See Advertisement, Page 62

11th & H Sts. (Phone: NAtional 8-9220; Telegraph: WA260)
Manager: James C. Bowen
Sales Manager: H. Howard
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Air Conditioning: Entire Hotel
Convention Rates: Single: 5.50-9.50; Double: 9.50-14.00; Suites: 18.50-22.50. European.
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Net Exhibit Space: 2,352 sq. ft. on one floor
Audio-Visual Aids: PA system

Manger Hamilton Hotel (HSMA)

See Advertisement, Page 62

14th St. & K Sts. (Phone: District 7-2580; Telegraph: WA 260-Hamilton)
Manager: Patrick J. Duffy
Sales Manager: Robert O'Brien
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single 6.00-11.00; Double: 12.50-15.50; Suites: 30.00-35.00. European.
No. Mtg. Rms. & Capacity of Largest: 3 (260)
No. Banquet Rms. & Capacity of Largest: 3 (260)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.75
Liquor: Served in hotel
Net Exhibit Space: 1,900 sq. ft. on one floor
Audio-Visual Aids: PA system

Marriott Motor Hotel (HSMA)

Twin Bridges on U.S. 1 (Phone: NAtional 8-4200; Telegraph: ARL 991)
Manager: Jack Kloss
Convention Season: All year
Largest Group Accommodated: 1000 (350 rooms, 10 suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00.
Liquor: Wine and beer served.
Net Exhibit Space: 6,500 sq. ft. on three floors
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool, ice rink, golf nearby

The Mayflower Hotel (HSMA)

Connecticut and DeSales St. N.W. (Phone: District 7-3000, Tel.: WA 359)
Manager: C. J. Mack
Sales Manager: Herschel E. Bennett
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-19.50; Double: 13.00-21.00; Suites: 26.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 16 (1,500)
No. Banquet Rms. & Capacity of Largest: 16 (1,064)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.25; Dinner: 5.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends on size of convention
Charges for Exhibit Areas: Depends on size of convention
Net Exhibit Space: 80,000 sq. ft.
Audio-Visual Aids: PA system, spotlight, blackboards, bulletin boards, movie screens
Stage: Available

The Raleigh Hotel

12th & Penn Ave. (Phone: NAtional 8-3810)
Manager: Harry P. Galloway
Convention Season: All year
Largest Group Accommodated: (300 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single 6.50-12.00; Double: 13.00-16.00; Suites: 25.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (325)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, screens
Stage: Available
Hotel Representative: Ruth Badrossian (see pg. 29)

Roosevelt Hotel

2101 16th St. N.W. (Phone: DE 2-0800)
Manager: Rudi E. Sidler
Convention Season: All year
Convention Season: All year
Largest Group Accommodated: 752 (376 rooms, 87 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single 8.00-12.00; Double: 12.00-18.00; Suites: 20.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes

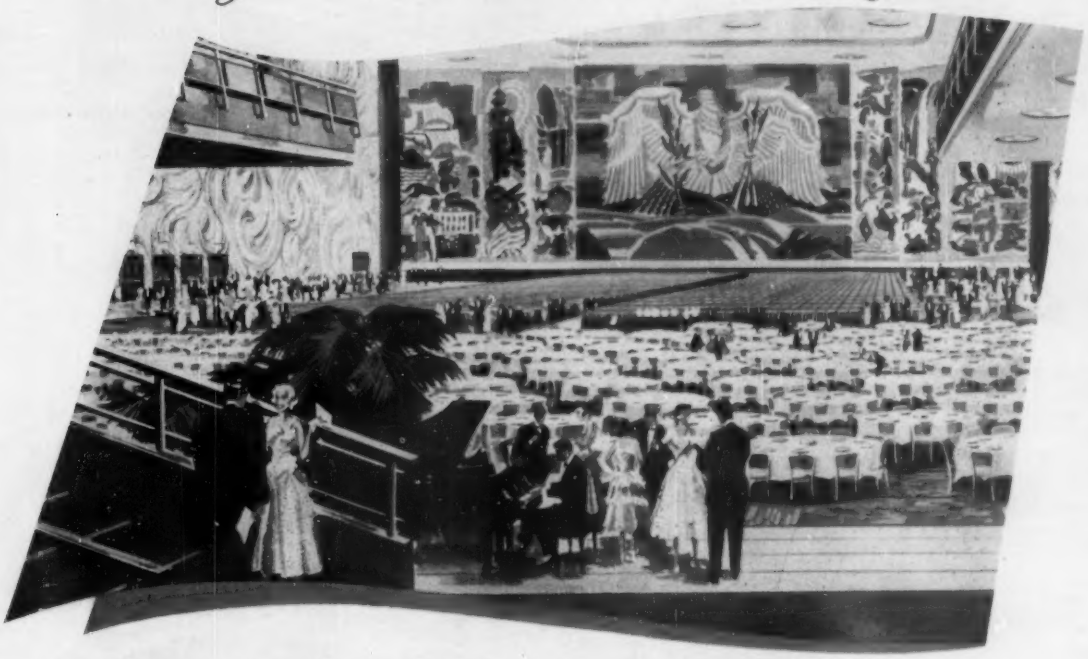
Roger Smith Hotel

See Advertisement, Page 64

Penn. Ave. at 18th St., N.W. (Phone: National 8-2740)



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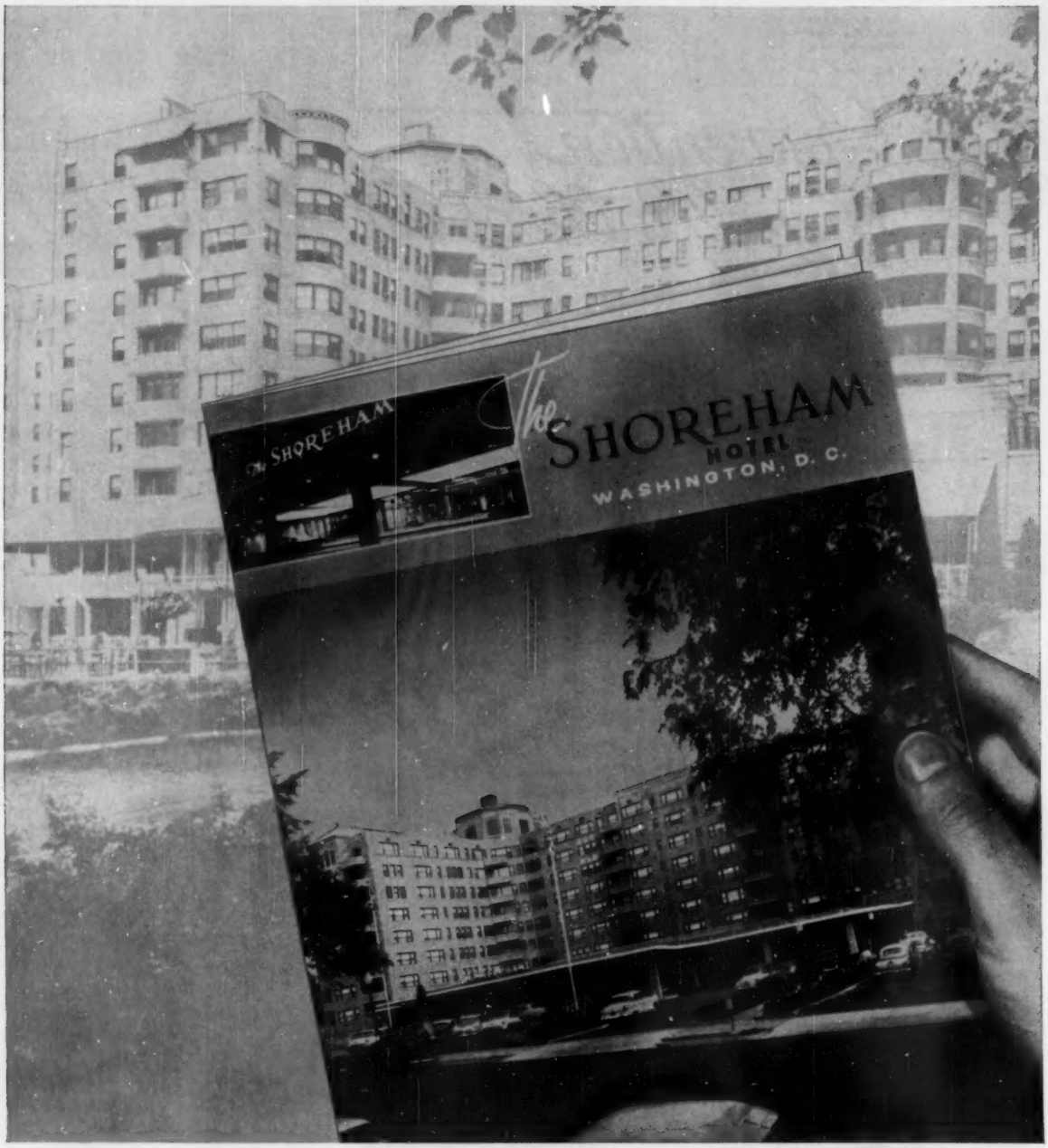
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The Shoreham Hotel
Connecticut Avenue at Calvert, Washington, D. C.
John E. McMurtagh, Sales Manager

Boca Raton Hotel and Club

16mm and slide projector, blackboard, podiums

DISTRICT OF COLUMBIA
continued

Manager: John G. Sinclair
Sales Manager: Schuyler S. Bentley
Convention Season: All year
Largest Group Accommodated: 400 (214 rooms available)
Air Conditioning: Banquet halls and 150 bedrooms
Convention Rates: Single: 6.00-11.00; Double: 9.00 to 15.00; Suites: 16.00-22.00
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: 20.00-70.00
Charges for Exhibit Areas: Available on request
Audio-Visual Aids: PA system, spotlights

Sheraton-Carlton (HSMA)

See Advertisement, Page 11

923 16th St. N.W. (Phone: Metropolitan 8-2626)
Manager: Edmond A. Rieder
Sales Manager: Mary Stuart Price
Convention Season: All year
Largest Group Accommodated: 100
Air Conditioning: Entire hotel
Convention Rates: Single: 13.50-20.50; Double: 18.50-24.50; Suites: 37.00-60.00. European.
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (200)
Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights

Sheraton-Park Hotel (HSMA)

See Advertisement, Page 65

2660 Woodley Rd. (Phone: Columbia 5-2000)
Manager: George D. Johnson
Sales Manager: Lewis M. Sherer, Jr.
Convention Season: All year
Largest Group Accommodated: 1,100 (525 rooms, 75 suites available)
Air Conditioning: Entire Hotel
Convention Rates: Single: 9.85-16.00; Double: 13.85-20.00; Suites: 19.00-65.00. European. Special rates in July and August
No. Mtg. Rms. & Capacity of Largest: 8 (3,000)
No. Banquet Rms. & Capacity of Largest: 8 (2,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 500.00 daily
Net Exhibit Space: 19,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, golf

The Shoreham Hotel and Motor Inn (HSMA)

See Advertisement, Page 66

2500 Calvert St. (Phone: ADams 4-0700)
Resident Manager: Philip A. Hollywood
Sales Manager: John McMurtagh
Convention Season: All year
Largest Group Accommodated: 1,200 (525 rooms, 75 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-13.00; Double: 14.00-17.00; Suites: 25.00-75.00. European.
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Charges Exhibit Areas: Percent of income
Audio-Visual Aids: PA system, spotlights
Stage: Yes (25'x15')
Sports Facilities: Golf, tennis, riding nearby and swimming pool
Hotel Representative: Leonard Hicks, Jr. and Assoicates, Inc. (see pg. 29)

Statler Hilton Hotel (HSMA)

See Advertisement, Page 33

16th & "K" Sts. N.W. (Phone: EX 3-1000)
Manager: Herbert C. Blunck
Sales Manager: James W. Fauquier
Convention Season: All year
Largest Group Accommodated: 1,100 (650 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single 9.00-24.00; Double: 14.00-24.00; Suites: 39.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (1,000)
No. Banquet Rms. & Capacity of Largest: 13 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50 Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 600.00
Charges for Exhibit Areas: 100.00 to 500.00
Net Exhibit Space: 32,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Washington Hotel (HSMA)

15th St. & Pennsylvania Ave. N.W. (Phone: MEtropolitan 8-5900)
Manager: Reyburn Miller
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.25-11.75; Double: 13.00-16.50; Suites: 24.00-44.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (650)
No. Banquet Rms. & Capacity of Largest: 6 (650)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 450.00
Charges for Exhibit Areas: 15.00 to 450.00
Net Exhibit Space: 7,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Hotel Representative: Utell International (see pg. 29)

The Willard (HSMA)

See Advertisement, Page 64

14th St. & Penna Ave. N.W. (Phone: NAtional 8-4420)
Manager: Charles L. Ornstein
Sales Manager: Howard M. Jacobs
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-12.50; Double: 14.00-18.00; Suites: 25.00 and 40.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (1,400)
No. Banquet Rms. & Capacity of Largest: 14 (900)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends on size of convention
Charges for Exhibit Areas: Depends on size of convention
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Portable
Hotel Representatives: Howard Dugan Associates, William P. Wolfe Organization (see pg. 29)

FLORIDA

BELLEAIR

Railroads: A.C.L.; S.A.L.
Airlines: Served through St. Petersburg

Belleview Biltmore (HSMA)

See Advertisement, Page 67

Belleair (Phone: Clearwater 3-2331)
Manager: Donald E. Church
Sales Manager: John J. Schantz
Convention Season: Jan. and from Mar. 20 to late April
Largest Group Accommodated: 600 (375 rooms, 15 suites available)
Air Conditioning: Meeting rooms
Convention Rates: Single: 21.00; Double: 34.00; Suites: 18.00 added to bedroom rate. American
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Group Meal Rates: Breakfast: 2.00; Lunch: 4.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None



The new Starlight Room, comfortably seating 600, has been acclaimed the most completely planned and versatile meeting room in the Southeast.

BELLEAIR, CLEARWATER, FLORIDA

More than the extensive convention facilities and ideal physical layout, it's the friendly spirit and old-fashioned hospitality that attract so many groups and conventions to the Belleview-Biltmore. Cheerful, efficient service from the moment you step across the threshold. Accommodations for groups up to 600. 36 holes of championship golf on the grounds. Complete Resort Facilities.

Groups from the following companies were recently entertained at The Belleview: Travelers Ins. Co., New York Life, John Hancock Life, Textile Bag Assn., Nat'l. Lumber Mfg. Assn., Waxed Paper Inst., Inc., Chemical Spec. Mfg. Assn., Northwestern Mutual Life, Aetna Life, Manufacturers Life, Mass. Mutual Life, and American Inst. of C.P.A.'s.

DON CHURCH, Manager

Ft. Harrison Hotel (HSMA)

Charges for Exhibit Areas: None
Sales Manager: David Searles

FLORIDA

Belleaire continued

Audio-Visual Aids: PA system, spotlight, 35mm and 16mm projectors
Stage: Available
Sports Facilities: Golf, tennis, private beach, private pool, shuffleboard, putting green
Charges for Exhibit Areas: Only for extra electrical outlets & other equipment
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

BOCA GRANDE

Railroads: SAL

Boca Raton Hotel and Club (HSMA)

See Advertisement, Page 68

(Phone: Boca 5411)
Manager: Robert B. Leggett
Sales Manager: I. N. Parrish
Convention Season: October to May
Largest Group Accommodated: 700 (372 rooms, 28 suites available)
Air Conditioning: All banquet and meeting rooms and 200 guest rooms
Convention Rates: Single: 25.00; Double: 40.00; Parlors: 25.00 (Peak season slightly higher) American
No. Mtg. Rms. & Capacity of Largest: 9 (700)
No. Banquet Rms. & Capacity of Largest: 6 (650)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10% of Gross
Net Exhibit Space: 10,793 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, 35mm, 16mm and slide projector, blackboard, podiums
Stage: Yes (36'x8')
Sports Facilities: Golf, tennis, swimming, shuffleboard, bowling-on-the-green, archery, croquet, water skiing, polo, deep sea fishing
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

CLEARWATER

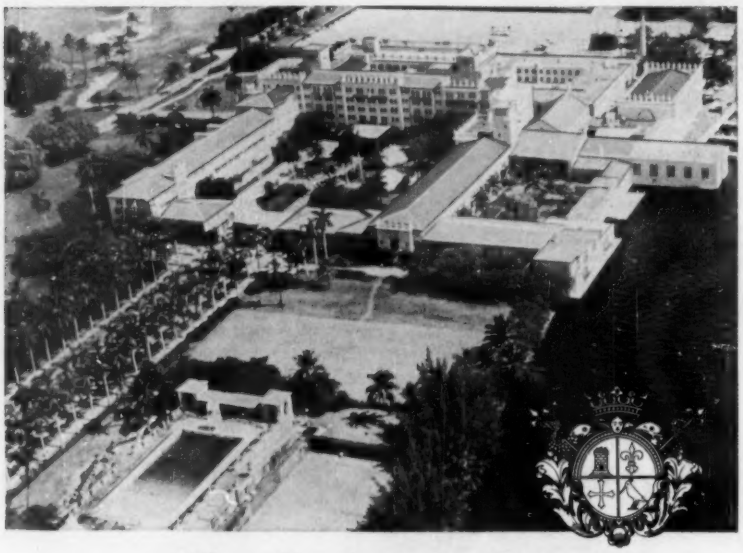
Railroads: Atlantic Coast Line; Seaboard
Airlines: DAL, EAL, Mackey, NAL, NEA, NWA, TCA

CONVENTION BUREAU

Clearwater Convention Bureau
R. L. Hendershott, Director

AUDITORIUM

Municipal Auditorium
Pierce & Cleveland Sts. (Phone: 3-1241)
Manager: Edward Moore
Exhibit Areas: 10,080 sq. ft., 800 sq. ft., 400 sq. ft., 800 sq. ft., 400 sq. ft.
Rental Fees and Services: $150 per day includes light, heat and power
Floor Load: 50 tons
Ventilation: Air-conditioned
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 7 ft. by 20 ft., 8 ft. by 8 ft.
Columns: None
Utilities: AC 110-220, gas water
Loading Facilities: Platform in rear, ground entrance in front
Storage Areas: 400 sq. ft
Meeting Rooms and Capacities: One, 1,200; two, 100 and 150
Facilities for Food Functions and Banquet Capacities: Can handle banquet for 1,000
Parking Facilities: 600-car lot
Distance from Business District: Two blocks



When Meetings Are Over
They'll Never Want to Leave the

Boca Raton HOTEL and CLUB

The famous and luxurious Boca Raton Hotel and Club is the convention manager's dream . . . for it combines excellent accommodations for groups up to 700 and is so complete in every detail that nobody *wants* to leave the premises.

MEETING ROOMS of every size, exhibit facilities, theatre with huge stage and screen, public-address equipment, projectors, air conditioning, expert convention staff . . . all you need to assure top efficiency and comfort while conducting your staff or business meetings.

CHAMPIONSHIP GOLF. Slammin' Sam Snead is your winter flost pro at our beautiful 18 hole golf course. A 9 hole pitch 'n putt course is a big favorite too, along with our four new tennis courts, two olympic swimming pools, Cabana Club and a mile-long private beach. Gulf Stream fishing is but minutes away.

SUPREME CUISINE in our beautifully appointed dining rooms, with dancing and entertainment nightly pampers your members . . . makes off-premises attractions unattractive by comparison. Limousine pick-up service from Palm Beach, Ft. Lauderdale and Miami airports is easily arranged.

For available dates: I. N. Parrish, Convention Manager, Dept. 22.

BOCA RATON HOTEL and CLUB • Boca Raton, Florida
Arvida Hotels, Inc., Stuart L. Moore, Vice President and Managing Director
National Representative: **ROBERT F. WARNER, Inc.**
Offices in New York, Chicago, Washington, Boston, Toronto



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Combine convention business with gay resort life . . . put enthusiasm into each delegate, each group meeting.

From the delegate's viewpoint—the Daytona Beach Resort Area offers recreation . . . sports . . . attractions . . . entertainment and a pleasing change of pace that naturally builds enthusiasm.

From your point of view—excellent auditorium space (2700 seats) . . . impressive exhibit areas . . . over 20,000 rooms . . . friendly atmosphere to work in . . . gentle prices and strong convention committee assistance.

This 2-way point of view adds up to—PLEASNESS (combining PLEASure with busiNESS . . . *your* pre-convention guarantee of success.

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DAYTONA BEACH
RESORT AREA

Write
CONVENTION COMMITTEE
CHAMBER OF COMMERCE
DAYTONA BEACH, FLORIDA

Ft. Harrison Hotel (HSMA)

S. Fort Harrison (Phone: 3-5061)
Manager: Edward Hunt
Sales Manager: Warren D. Lewis, Jr.
Convention Season: All year
Largest Group Accommodated: 500 (225 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-8.00; Double: 9.00-12.00; Suites: 19.00-34.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (750)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, 16mm film projector, slide projector
Stage: Available
Sports Facilities: Golf, swimming, tennis, shuffleboard, fishing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

DAYTONA BEACH

Railroads: F.E.C.
Airlines: EAL NAL

CONVENTION BUREAU

Daytona Beach Convention Bureau
533 Seabreeze Blvd.

AUDITORIUM

Peabody Auditorium

Box 3397 Peninsula Station (Phone 2-1441)
Manager: William P. Schueler
Exhibit Areas: Social Hall, 2,580 sq. ft.; lobby, 3,680 sq. ft.; stage, 3,920 sq. ft.
Rental Fees and Services: $300; janitor service, heat or air conditioning
Floor Load: Unlimited Ventilation: Air conditioned
Ceiling Height: 13 ft.
P. A. System: Specially built Stromberg & Altec
Dimensions, Opening to Exhibit Hall: 8 ft.
Columns: Two in lobby
Utilities: AC current
Location, Size of Storage Area: 30'x60' room on east side
No. of Meeting Rms. & Capacities: Social hall, 360; stage and lobby can be used for meetings
Parking Facilities: Limited

Daytona Plaza Hotel (HSMA)

See Advertisement, Page 69

600 N. Atlantic Ave. (Phone: Clinton 2-4711: Telegraph: F.B.H.)
Manager: John E. Leonard
Sales Manager: John L. Hitzel
Convention Season: All year except Feb. and Mar.
Largest Group Accommodated: 400 (200 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Convention Rates: Single: 12.00; Double: 22.00; Suites: 34.00. American (European: $7.00 single to $10.00 double)
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 50,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Pitch & putt course, 2 pools, shuffleboard, fishing, tennis, golf

Ellinor Village

626 S. Atlantic Ave. (Phone: OR 7-0661)
Manager: E. B. McFarland
Sales Manager: Bob Sloan
Convention Season: All year except Feb., Mar., July
Largest Group Accommodated: 600 (300 rooms)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 6.00-14.00; Double: 8.00-7.00; Suites: 10.00-14.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm sound film projector
Stage: Available
Sports Facilities: Golf, swimming pool, tennis, shuffleboard, fishing, beach

Princess Issena Hotel

See Advertisement, Page 69

401 Seabreeze Blvd. (Phone: 7601)
General Manager: John E. Leonard
Sales Manager: John L. Hitzel
Convention Season: Apr., to Dec.
Largest Group Accommodated: 500 (200 rooms and six suites available)
Convention Rates: Single: 4.00 to 6.00; Double: 7.00 to 9.00; Suites: 12.00 to 15.00. European. (Add 6.00 per person for American.)
No. Mtg. Rm. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (700)
Rates for Meals: Breakfast: from .50; Lunch: from 1.00; Dinner: from 2.25
Liquor: Served in hotel
Air Conditioning: Banquet, meeting rooms, 75% bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: 16mm projector with sound, PA system, spotlights
Stage: 30' x 20'
Sports Facilities: Pitch 'n putt, tennis, swimming, badminton

Riviera Hotel

U.S. Route 1 (Phone: OR 7-0171)
Manager: R. J. Lawrence
Sales Manager: C. Angier
Convention Season: All year
Largest Group Accommodated: 250 (60 rooms and 5 suites available)
Convention Rates: Single 4.00-6.00; Double: 6.00-8.00; Suites: 10.00-12.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: .40 to 1.00; Lunch: 1.00 to 1.50; Dinner: 1.75 to 3.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: No charge if hotel is convention headquarters
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf, tennis

FORT LAUDERDALE

Railroads: F.E.C.; S.A.L.
Airlines: EAL, Mackey, NAL, NEA

AUDITORIUM

War Memorial Auditorium

Holiday Park-N.E. 8th St. (Phone: JAckson 3-2221)
Manager: William J. Eastman
Exhibit Areas and Square Footage of Each: 20,000 sq. ft. Main floor 12,000; side terrace about 8,000
Rental Fees and Services Included in Rent: In and out $150.00 per day—when show is open to public $300.00 per day plus whatever expenses you create. A charge is made for removing and replacing certain sections of ramps and seat ranging from $50.00 to $450.00 depending on space required.
Floor Load: Unlimited Ventilation: Fans. Will be air conditioned by May 1960
Ceiling Height: 39' PA System: Altec
Dimensions, Opening to Exhibit Hall: 16' x 16'
Columns, Location and Dimensions: None
Current and Utilities Available: 1,200 Amps 110v/220v 3 phase
Loading Facilities: Stage door truck height
Location, Size of Storage Areas: Limited when seats and ramps are out
Number of Meeting Rooms and Capacities: Private office facilities, two large chorus rooms approximately 50/60 capacity
Facilities for Food Functions: Caterer, banquet for 2,000
Distance from Business District: 2 miles
Parking Facilities: 1,000 cars, .25 charge

Galt Ocean Mile Hotel (HSMA)

See Advertisement, Page 70

Galt Ocean Blvd. (Phone: LOgan 4-8581)
Manager: Fred A. Muller
Sales Manager: David Searles
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 500 (248 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-14.00; Double: 12.00-18.00; Suites: 30.00-48.00. European. Modified American or American available on request
No. Mtg. Rms. & Capacity of Largest: 6 (1,075)
No. Banquet Rms. & Capacity of Largest: 3 (850)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm projectors
Stage: two available
Sports Facilities: Ocean bathing, salt water pool, golfing, boating, deep sea fishing, fresh water pool
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

GAINESVILLE

Railroads: A.C.L.; S.A.L.
Airlines: EAL

Hotel Thomas

615 N.E. 2nd St. (Phone: FR: 2-9501)
Manager: Phillip E. Thomas
Sales Manager: Mary Hesters
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 8 suites available)
Air Conditioning: 3 banquet and meeting rooms, 75 bedrooms
Convention Rates: Single: 3.50-6.00; Double: 6.00-12.00; Suites: 15.00-20.00
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: .95; Lunch: not served; Dinner: $3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: Vary
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight

HUNTING A SITE?

Set your sights on the DAYTONA PLAZA or the PRINCESS ISSENA ...or both!



Each of these Daytona Beach luxury hotels can handle up to 500 delegates comfortably. Combined convention facilities include air-conditioning, banquet rooms for 1000, three swimming pools, beach and cabana colony.

Large or small, your meeting will be more successful here.
Write for details.

NOW! A NEW CONVENTION AUDITORIUM

Ideally located...

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CONVENTION HOTEL



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Complete convention facilities . . . audio-visual aids . . . Meeting rooms for any size group from committee to full convention . . . 250 rooms . . . For brochure and complete details, write Convention Dept., Galt Ocean Mile Hotel, Galt Ocean Drive, Fort Lauderdale, Fla.

Fred A. Muller, General Manager

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airline of the stars

offers complete convention service for these famous Gold Coast Cities . . .



If you are convention bound to Florida this year, fly National, the Airline with the new ideas. National, first with jets in the U.S.A., offers luxurious Star flights, the ultimate in service aloft, as well as, deluxe Club Coach flights to all major Florida cities.

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NOW ...A NEW CONVENTION AUDITORIUM AND VAST EXHIBIT HALL



Now completed—an unparalleled incentive for you to hold your meetings at the Diplomat—a magnificent new meeting hall, encompassing 18,000 square feet . . . providing for your conferences unobstructed visual and audio reception for over 2,000 at meeting, 1,500 at banquet. PLUS—a spacious new exhibit hall beneath the auditorium, encompassing 13,000 square feet, easily accessible by ramp, and equipped with electrical, audio, and visual aid outlets. All this . . . plus even more parking space on premises . . . added to the already impressive facilities of the 400-acre Diplomat—

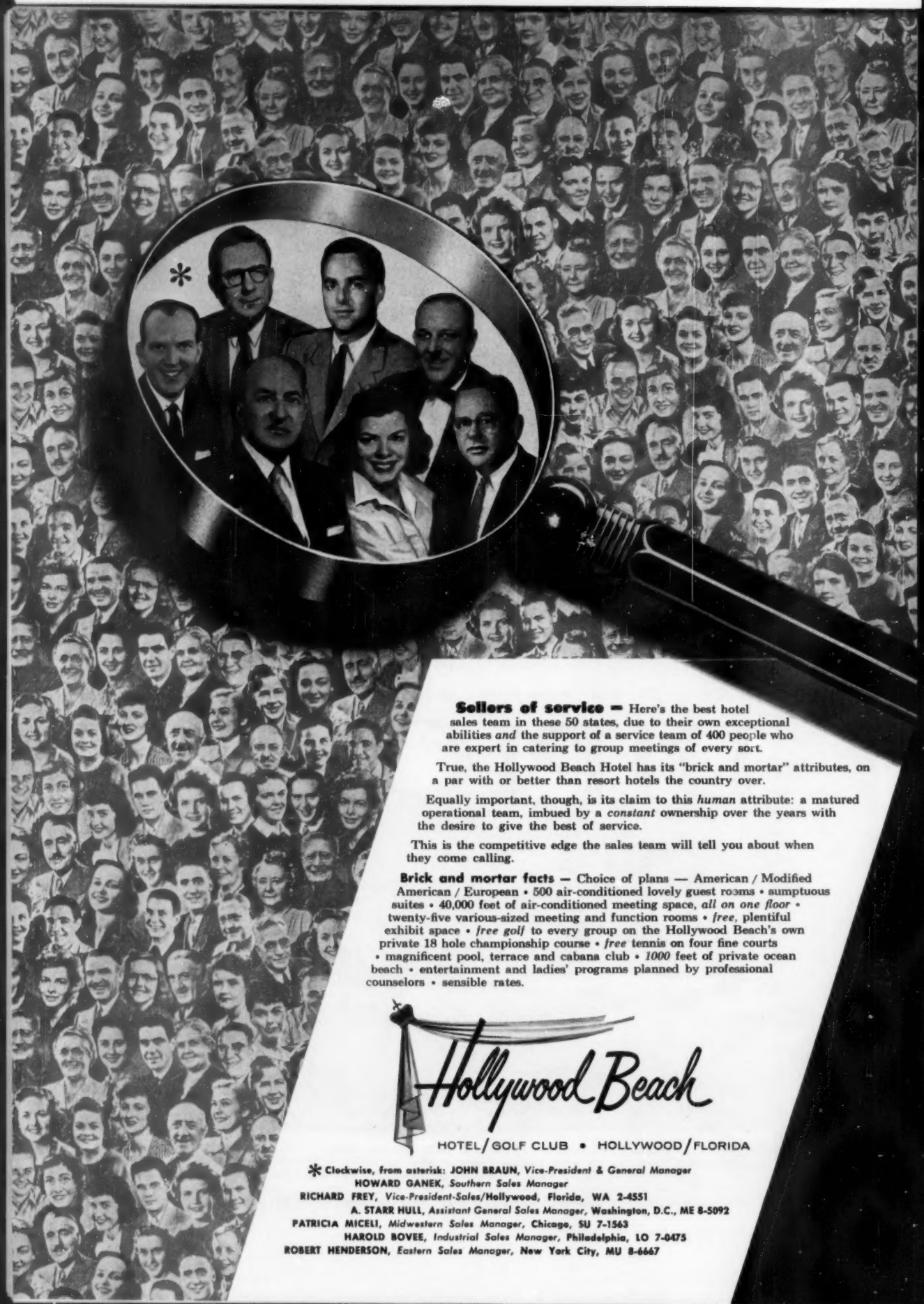
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DIPLOMAT



HOTEL AND COUNTRY CLUB / HOLLYWOOD-BY-THE-SEA, FLORIDA

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Sellers of service — Here's the best hotel sales team in these 50 states, due to their own exceptional abilities *and* the support of a service team of 400 people who are expert in catering to group meetings of every sort.

True, the Hollywood Beach Hotel has its "brick and mortar" attributes, on a par with or better than resort hotels the country over.

Equally important, though, is its claim to this *human* attribute: a matured operational team, imbued by a *constant* ownership over the years with the desire to give the best of service.

This is the competitive edge the sales team will tell you about when they come calling.

Brick and mortar facts — Choice of plans — American / Modified American / European • 500 air-conditioned lovely guest rooms • sumptuous suites • 40,000 feet of air-conditioned meeting space, *all on one floor* • twenty-five various-sized meeting and function rooms • *free*, plentiful exhibit space • *free golf* to every group on the Hollywood Beach's own private 18 hole championship course • *free* tennis on four fine courts • magnificent pool, terrace and cabana club • *1000* feet of private ocean beach • entertainment and ladies' programs planned by professional counselors • sensible rates.

Hollywood Beach

HOTEL/GOLF CLUB • HOLLYWOOD/FLORIDA

✻ Clockwise, from asterisk: **JOHN BRAUN**, *Vice-President & General Manager*
HOWARD GANEK, *Southern Sales Manager*
RICHARD FREY, *Vice-President-Sales/Hollywood, Florida*, WA 2-4551
A. STARR HULL, *Assistant General Sales Manager*, Washington, D.C., ME 8-5092
PATRICIA MICELI, *Midwestern Sales Manager*, Chicago, SU 7-1563
HAROLD BOVEE, *Industrial Sales Manager*, Philadelphia, LO 7-0475
ROBERT HENDERSON, *Eastern Sales Manager*, New York City, MU 8-6667

HOLLYWOOD

Railroads: F.E.C.; S.A.L.
Airlines: Served through Miami and Ft. Lauderdale

Diplomat Hotel East and West and Country Club (HSMA)

See Advertisement, Page 71

Manager: George E. Fox
Sales Manager: Irving Tillis
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 5 suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 8 (1,100)
No. Banquet Rms. & Capacity of Largest: 4 (1,000)
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft.
Sports Facilities: 18 hole golf course, tennis, 3 swimming pools, deep sea fishing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hollywood Beach Hotel and Golf Club (HSMA)

See Advertisement, Page 72

(Phone: 2-1545)
V-P Genl. Manager: John W. Braun
V-P Sales: Richard H. Frey
Convention Season: October to June
Largest Group Accommodated: 850 (416 rooms, 32 suites available)
Air Conditioning: Entire hotel
Convention Rates: American plan: Single: 17.00-25.00; Double: 28.00-44.00; Suites: 10.00-20.00; additional for parlors. European plan: Single: 8.00-16.00; Double: 10.00-16.00
No. Mtg. Rms. & Capacity of Largest: 25 (2,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 14,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm, 16mm and slide projectors, tape recorder
Stage: Available
Sports Facilities: Beach, pool, golf, tennis, racing, jai-alai, fishing

The Sea Crest

3725 S. Ocean Drive (Phone: WAbash 2-6781)
Manager: John M. Duff, Jr.
Convention Season: Nov., Dec., Jan., April & May
Largest Group Accommodated: 166 (83 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 14.00; Double: 20.00. European.
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm. projector, blackboard
Stage: 7' by 18'
Sports Facilities: Golf, tennis, fishing
Hotel Representative: William P. Wolfe Organization (see pg. 29)

JACKSONVILLE

Railroads: A.C.L.; S.A.L.; S. Ry.; F.E.C.; Ga. So. & Fla. Steamers from New York
Airlines: DAL, EAL, NAL, NEA, SOU

CONVENTION BUREAU

Tourist & Convention Bureau
307 Hogan St. (2)
Fred Winchell, Manager

Hotel Robert Meyer (HSMA)

See Advertisement, Page 73

Manager: Robert B. Neighbors
Sales Manager: Gloria M. Frary
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 60 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-14.00; Double: 9.00-17.00; Suites: 17.50-50.00
No. Mtg. Rms. & Capacity of Largest: 9 (1,400)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Net Exhibit Space: 14,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Adjustable

New Mayflower Hotel

Julian and Bay (Phone: Elgin 5-7621)
Manager: Philip D. Harris
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.25-8.50; Double: 8.00-13.00; Suites: 20.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (750)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: no charge for conventions
Charges for Exhibit Areas: no charge for conventions
Net Exhibit Space: 6,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm and 35mm projectors
Stage: Yes
Sports Facilities: Golf, beach, bowling

Roosevelt Hotel (HSMA)

33 West Adams (Phone: Elgin 3-4892)
Manager: Engle M. Becraft
Sales Manager: C. D. Crawford
Convention Season: All year
Largest Group Accommodated: 450 (325 rooms, 35 suites available)

JACKSONVILLE
FLORIDA
The South's finest Commercial-Convention Hotel





Robert Meyer
JACKSONVILLE, FLORIDA

• COMPLETE CONVENTION FACILITIES
• BALLROOM FOR 1100 • EXHIBIT AREA
• TRAINED CONVENTION STAFF

Meyer Hotels

HOTEL ROBERT MEYER
Jacksonville, Florida

HOTEL EMERSON
Baltimore, Maryland

HOTEL SIR WALTER
Raleigh, North Carolina

HOTEL WASHINGTON-DUKE
Durham, North Carolina

HOTEL ROOSEVELT
Jacksonville, Florida

In the Heart of Downtown Jacksonville

Conceived and engineered as the ultimate in commercial-convention hotels, the Robert Meyer presents a unique "custom tailored facilities" concept . . . to make your 1959 executive or group meetings the very finest you have ever staged!

- One-floor "convention center"
- Meeting and banquet rooms for from 25 to 1100
- Theater lighting; closed-circuit TV
- 550 outside, air-conditioned rooms
- Radio, TV and Hi-Fi in every room
- Drive-in registration—elevators to rooms
- Inside parking for 250 cars
- PLUS a willing, experienced convention staff!

Write today for full information, rates and availabilities—or call Jacksonville ELgin 5-4411

Robert B. Neighbors, Vice President - General Manager

FLORIDA

Jacksonville continued

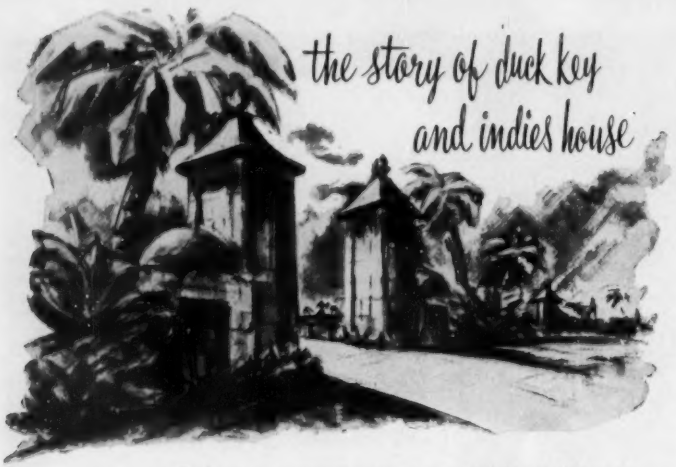
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-7.00; Double: 8.50-14.00; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: None
Net Exhibit Space: 8,976 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens, closed circuit television
Stage: Available
Sports Facilities: None, 15 minutes to beach

Seminole Hotel (HSMA)

21 Hogan St. (Phone: EL 6-6952)
Manager: William B. Pfeiffer
Sales Manager: J. Paul Delgado
Convention Season: All year
Largest Group Accommodated: 500 (175 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 8.00-12.00; Suites: 15.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 2.25 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention headquarters
Charges for Exhibit Areas: None if convention headquarters
Net Exhibit Space: 4,540 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV screens
Stage: Available
Sports Facilities: Golf courses, beaches 18 miles

George Washington Hotel (HSMA)

Julia and Adams (Phone: Elgin 5-8811)
Manager: Arthur Kloeppel
Sales Manager: Peter Niles
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-10.00; Double: 10.00-15.00; Suites: 25.00-38.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (2,000)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: no charge for conventions
Charges for Exhibit Areas: no charge for conventions
Net Exhibit Space: 5,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, film projectors all sizes & types
Stage: Available



Each of us, it seems, nurtures a special dream during our lifetime; the special dream of Bryan Newkirk, internationally-famous financier, was of an island resort community, West Indies in style and atmosphere, yet modern in every way . . . appealing to people of means as a way of life.

In 1951 Newkirk purchased Duck Key, an uninhabited island ninety-five miles south of Miami and sixty-five miles north of Key West. Waterways were dug, land filled, foliage planted, utilities brought in, and buildings erected; nine years and nearly four million dollars later, Newkirk's dream was realized.

Here is a resplendent tropical island capturing the very aura of the Caribbean, and here is Indies House, a blend of West Indies charm and continental flair. Here, in this secluded setting, are a yacht harbor, golf course, tennis courts, swimming pools and cabana club, trap and skeet shooting, deep sea fishing and more.

Here, at Indies House, are invited travelers the world over, and here, also, are invited a select few to use the elegant facilities for executive conferences, directors' meetings, sales clinics and the like.

Represented by Premier Hotel Representatives, Inc.
New York • PLaza 5-9747
Atlanta • Miami • Los Angeles
San Francisco • Seattle • Mexico City

Indies House is owned and operated by Florida-Southern Land Corporation



indies house
duck key
MARATHON, FLORIDA

MARATHON

Indies House

See Advertisement, Page 74

Duck Key (Phone: Marathon 5220)
President: Bryan Newkirk
Convention Season: All year except February
Largest Group Accommodated: 200 (99 rooms, 6 penthouses available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: On request
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,200 sq. ft. on one floor
Audio-Visual Aids: All size projectors available, PA system, spotlights
Stage: On request
Sports Facilities: Golf, tennis, boating, deep sea fishing, bone fishing, skeet shoot, badminton, dog racing
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

MIAMI

Railroads: F.E.C.; S.A.L.
Airlines: APA, AVENSA, AVN, GU, BOAC, BNF, BWIA, CAP, CDA, CINTA, CUBANA, DAL, EAL, GUEST, KLM, LACSA, LAV, MACKEY, NAL, NEA, NWA, PAA, REAL, TAN, TWA

CONVENTION BUREAU

Department of Publicity
Office of Convention Bureau
320 N.E. 5th St. (32)
Larry Mansfield, Convention Manager

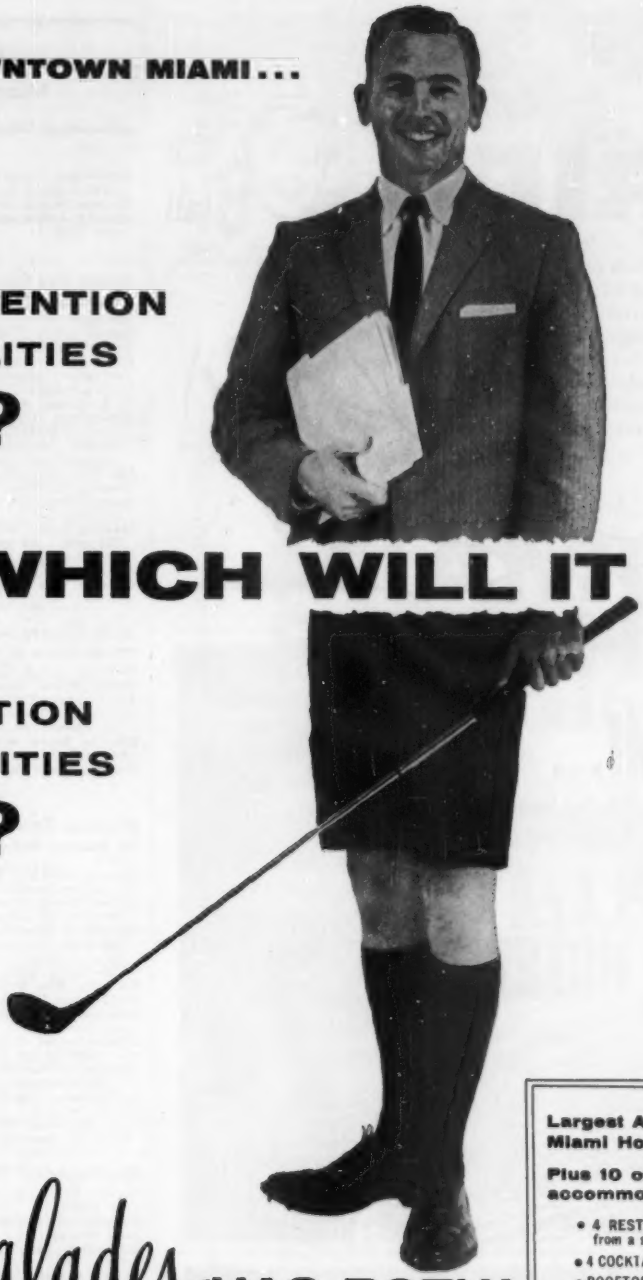
AUDITORIUMS

Municipal Auditorium

320 N. E. 5th St. (Phone FR 1-7411)
Manager: Miss Elizabeth Bush
Exhibit Areas: 20,000 sq. ft.
Rental Fees: Based on square food used for exhibits, or minimum rental.
Floor Load: Unlimited. **Ventilation:** Air conditioned
Ceiling Height: 15 to 35 ft. **P. A. System:** Available

IN DOWNTOWN MIAMI...

CONVENTION FACILITIES ?



.....WHICH WILL IT BE?...

VACATION FACILITIES ?

THE NEW Everglades HAS BOTH!

NOW — The Perfect Convention Hotel! . . . a-glisten with $3,500,000 worth of sparkling improvements and additions. Wonderful between-meetings play, superlative convention facilities . . . all in the convenient, business-like atmosphere of downtown Miami, right on U.S. 1.

Largest Auditorium in any Miami Hotel... Capacity 2000

Plus 10 other meeting rooms, accommodating 25 to 500 each.

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- 4 COCKTAIL LOUNGES!
- ROOFTOP SWIMMING POOL SUN-AND-PLAY-DECK AND GARDENS!
- SPACIOUS OUTSIDE GUEST ROOMS!
- PARKING FOR 500 CARS ON PREMISES!
- AIR-CONDITIONED AND HEATED THROUGHOUT—Individual Room Controls!
- Let Our Sales Director tell you what can be done for your group



THE NEW Everglades OVERLOOKING BISCAYNE BAY

BISCAYNE BOULEVARD • 2nd to 3rd STREETS • MIAMI, FLORIDA

F.O.B.
FLORIDA



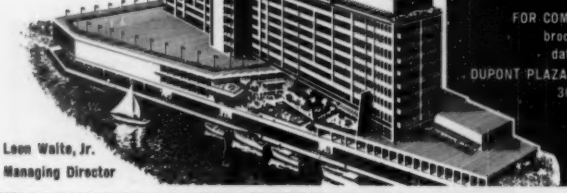
For Fun Or Business, Florida offers more "extras" to make your sojourn successful. Plan now to hold your next business meeting or convention in the Sunshine State. Eastern offers more flights to Florida than any other airline!

Details available from Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, N.Y., or from your local Eastern Air Lines office.

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NOW IN MIAMI...
in-town convenience / on-the-bay luxury—with facilities for 1,000 conventioneers!

THE NEW DUPONT PLAZA HOTEL
where downtown Miami meets Biscayne Bay



- 100% air conditioned
- 256 beautiful rooms & suites
- ideally located
- 1,000-seat Sky Room
- individual meeting rooms
- swimming pool
- men's health club
- dining rooms & coffee shop
- Miami River yacht dockage
- Encore Bar & Lounge
- Cloud Cafe
- Chez When Bar & Lounge
- trained convention staff
- shopping arcade

FOR COMPLETE INFORMATION, brochures, rates and open dates, write today to the DUPONT PLAZA SALES DEPARTMENT 300 Biscayne Blvd. Way Miami 32, Florida or call Miami, FR 9-8861

Leon Waite, Jr.
Managing Director



We'd like to tell you why MIAMI is the Magic City for Conventions

Write to CONVENTION BUREAU
320 N. E. 5th St. Dept. TI
Miami, Florida

FLORIDA

Miami continued

Dimensions, Opening to Exhibit Hall: 12 ft. wide, 14 ft. high; 12 ft. wide, 10 ft. high
Storage Areas: Limited
Meeting Rooms and Capacities: Two seating 1,000 and 2,000

Dinner Key Exposition Building

Dinner Key Drive (Phone: 83-4211)
Manager: Walter Clewis, Jr.
Exhibit Areas: 92,000 sq. ft.
Rental Fees: On Application
Floor Load: Unlimited
Ventilation: Exhaust fans
Ceiling Height: 12 ft. to 30 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Street level, 50 ft. wide, 30 ft. high
Columns, Locations and Dimensions: One in center of building, 20 ft. by 20 ft.
Utilities: Electricity, water
Loading Facilities: Fork lift truck
Storage Areas: 34 ft. by 90 ft. by 15 ft. in rear of building
Meeting Rooms and Capacities: 3 rooms for 100, 200, and 1,200 persons
Capacities: Can handle banquet up to 4,000
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Dade County Auditorium

2901 W. Flagler St. (Phone: Highland 8-5948)
Manager: Ralph Gilman
Exhibit Areas: None
Rental Fees: $150 afternoon; $200, evening
Ventilation: Centrifugal air conditioning
P. A. System: Available
Meeting Rooms and Capacities: One—50 people
Parking Facilities: 859 cars
Distance from Business District: Two miles

Biscayne Terrace Hotel

340 Biscayne Blvd. (Phone: FRanklin 9-3792)
pool
General Manager: E. Lionel Ambier
Convention Season: All year, except Feb.
Largest Group Accommodated: 500 (200 rooms including 20 suites available)
Convention Rates: April 1 to Dec. 31—Single: 4.00-13.00; Double: 6.00-19.00; Suites: 16.00-35.00. Jan. 1 to Mar. 31—Single: 5.00—17.00; Double: 9.00—23.00; Suites: 26.00—55.00. European
No. Mtg. Rms. & Capacity of Largest: 19 (850)
No. Banquet Rms. & Capacity of Largest: 19 (850)
Rates for Meals: Breakfast: 1.50; Lunch: 1.75; Dinner: from 3.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if hotel is headquarters
Audio-Visual Aids: PA system, spotlights, projector
Stage: Yes
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

The Columbus (HSMA)

N. E. First St. and Biscayne Blvd. (Phone: FR 3-2671)
Manager: A. L. Feenan
Sales Manager: Robert H. Smith
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 250 (135 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: May 15-Dec. 15: Single: 7.00-15.00; Double: 11.00-20.00; Suites: 30.00-40.00; Dec. 15 to May 15: Single: 11.00-28.00; Double: 17.00-30.00; Suites: 50.00-75.00. European plan.
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 4 (350)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: None if headquarters
Net Exhibit Space: 7,820 sq. ft.
Audio-Visual Aids: PA system, film projectors on rental basis
Stage: Available
Hotel Representative: William P. Wolfe Organization (see pg. 29)

The Dupont Plaza Hotel (HSMA)

See Advertisement, Page 76

300 Biscayne Blvd. Way (Phone: FRanklin 9-8861)
Manager: Leon M. Waite, Jr.
Convention Season: All year

Largest Group Accommodated: 300 (150 rooms, 12 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: April 1-Dec. 14—Single: 8.00-12.00; Double: 10.00-14.00; Suites: 24.00-35.00. Dec. 14-April 14—Single: 12.00-16.00; Double: 16.00-20.00; Suites: 30.00-50.00. European
No. Mtg. Rms. & Capacity of Largest 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (750)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None on group meetings
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: Closed circuit TV, PA system, spotlights
Stage: Yes (26'x12')
Sports Facilities: Golf, boating, fishing, swimming

Everglades Hotel (HSMA)

See Advertisement, Page 75

Biscayne Blvd. (Phone: Franklin 9-5461)
Manager: Hugh Clark
Sales Manager: Joel Baugh
Convention Season: All year except Feb. & March
Largest Group Accommodated: 1,000 (500 rooms, 84 suites available)
Air Conditioned: Bedrooms, banquet halls
Convention Rates: Single: 7.00-9.00; Double: 10.00-14.00. Rates dependent on time of year
No. Mtg. Rms. & Capacity of Largest: 11 (2,000)
No. Banquet Rms. & Capacity of Largest: 11 (1,600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Nominal
Net Exhibit Space: 25,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm & 16mm projectors, blackboards, easels
Stage: Yes (portable & flexible)
Sports Facilities: Rooftop swimming pool

MIAMI BEACH

Railroads: F.E.C.; S.A.L.
Airlines: Served through Miami

CONVENTION BUREAU
Miami Beach Convention Bureau
1700 Washington Ave. (39)
Thomas F. Smith, Director

AUDITORIUM

Miami Beach Auditorium & Exhibition Hall

See Advertisement, Page 77

1700 Washington Ave. (Phone JE 1-0436)
Manager: Claude Ritter
Exhibit Areas and Square Footage of Each: Main Exhibit Hall 108,000 sq. ft., lobby exhibition hall 16,000 sq. ft., Arena 13,200 sq. ft., two large rooms exhibit hall 10,000 sq. ft., lobby 4,930 sq. ft., stage 5,500
Rental Fees and Services Included in Rent: 20-25c per sq. ft. include air conditioning, house lights, janitor service in aisles, storage
Floor Load: Unlimited **Ventilation:** Fully air conditioned
Ceiling Height: 38'6"-35' **PA System:** Altec-Lansing
Dimensions, Opening to Exhibit Hall: 6 openings, largest 24' height-35' width
Columns, Locations and Dimensions: No columns in Auditorium, 20 columns in Exhibition Hall
Current and Utilities Available: All types, A.C., water, gas, drainage
Loading Facilities: Loading docks
Railroad Sidings: None
Location, Size of Storage Areas: 3 storage areas —total 22,000 sq. ft.
Number of Meeting Rooms and Capacities: 14 rooms to seat 70-825, one -70; four at 75; one at 115; three at 185; one at 155; one at 85; one at 200; one at 500; one at 825.
Facilities for Food Functions: Banquet for 6,000
Parking Facilities: 3,500 cars
Distance from Business District: In center city

Key Biscayne Hotel and Villas (HSMA)

300 Ocean Drive (Phone: EMerson 1-5431)
Manager: Bob Neale
Sales Manager: Chuck Bremicker
Convention Season: April 15-Feb. 1
Largest Group Accommodated: 225 (104 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: European plan: Single: 16.00; Twin: 20.00 Jan. 5 to Jan. 31. Single: 25.00-29.00; Twin: 25.00-29.00; April 1 to April 14. Single: 16.00-20.00; Twin: 16.00-20.00 April 15 to April 30. Single: 9.00; Twin 11.00 May 1 to Nov. 14. Single: 11.00; Twin: 14.00 Nov. 15 to Dec. 20. American Plan: Single: 26.00; Twin: 40.00 Jan. 5 to Jan. 31. Single: 35.00-39.00; Twin: 45.00-49.00 April 1 to April 14 Single: 26.00-30.00; Twin: 36.00-40.00 April 15 to April 30. Single: 17.00; Twin: 25.00 May 1 to Nov. 14. Single: 20.00; Twin: 30.00 Nov. 15 to Dec. 20
No. Mtg. Rms. & Capacity of Largest: 3 (225)
No. Banquet Rms. & Capacity of Largest: 3 (225)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: 2 swimming pools, 9 hole pitch and putt golf course, 4 tennis courts, shuffleboard, ocean beach
Hotel Representative: Robert F. Warner Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

The McAllister Hotel (HSMA)

10 Biscayne Blvd. (Phone: 2-6151)
Gen. Manager: Ray Watson
Sales Manager: Jack Healey
Convention Season: All year
Largest Group Accommodated: 800 (375 rooms, 14 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-8.00; Double: 8.00-14.00; Suites: 24.00-36.00 April 16 to Dec. 15. Single: 7.00-9.00; Double: 9.00-16.00; Suites: 24.00-36.00. European

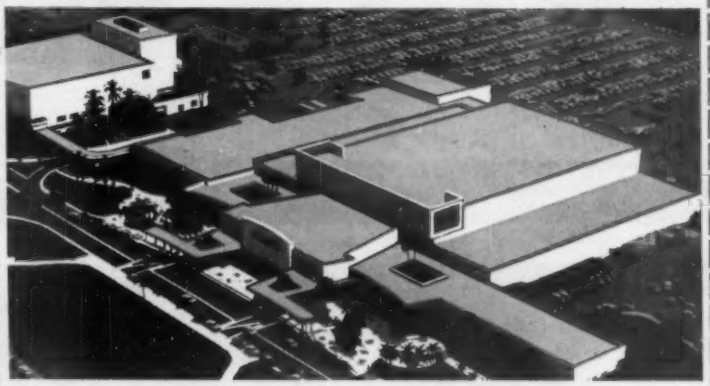
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MIAMI BEACH EXHIBITION HALL

and AUDITORIUM



Covering nearly 5 acres • Largest in the South • Completely air conditioned



The new Miami Beach Exhibition Hall has an over-all floor area of 200,000 square feet and seats up to 15,000 people at one time

• Centrally located • Close to the world's finest hotels, apartments, restaurants, shopping centers and recreation areas • Parking for 3,500 Cars • Expositions • Conventions • Trade Shows • Sales Meetings • Ice Shows • Announcement Showings • Automobile Shows • Sports Events



For further information, write or wire
CLAUDE D. RITTER
Auditorium and Exhibition Hall Manager
or
THOMAS F. SMITH
Director Convention Bureau
1700 WASHINGTON AVENUE
MIAMI BEACH 39, FLORIDA

FLORIDA

Miami Beach continued

No. Mtg. Rms & Capacity of Largest: 7 (750)
No. Banquet Rms.: 7
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention groups
Audio-Visual Aids: PA system, screens
Stage: Yes (6'x8')
Sports Facilities: Racetrack, baseball, football, stadiums—15 minutes
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Americana Hotel (HSMA)

See Advertisement, Page 79

9701 Collins Ave, Bal Harbour (Phone: UNion 5-7511)
Manager: Charles T. Craddock
Sales Manager: Robert Whalen
Convention Season: All year
Largest Group Accommodated: 1,560 (780 rooms, 96 suites available)
Air Conditioning: Entire hotel
Convention Rates: May 1-Oct. 31: 18.00-28.00 per person; Nov. 1 to Dec. 31: 18.00-28.00 per person; Jan. 1 to March 15: 24.00-34.00 per person; March 15 to May 1: 20.00-30.00 per person
No. Mtg. Rms. & Capacity of Largest: 25 (4,500)
No. Banquet Rms. & Capacity of Largest: 25 (4,500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 129,000 sq. ft., separate area
Audio-Visual Aids: PA system, spotlights, 16mm sound, 8mm, 35mm projectors
Stage: Available
Sports Facilities: Golf, swimming, fishing, shuffleboard, dog & horse racing, jai-alai, tennis

YOU, TOO, CAN BE ONE OF THE "400"!

Four hundred...that's the most guests, at any one time, to whom we can offer the painstaking, personalized attention that has become the BALMORAL standard. You—and your personnel—can be a member of the "select 400" for your next sales meeting, if it does not contain more than 400 members. And bear in mind, no hotel anywhere can serve the "400" better than the BALMORAL!

At your service . . . complete facilities for meetings, banquets, between-meeting relaxation plus the imagination, experience and know-how to guarantee the complete success of your meeting.

For complete details, write HARRY SNOW, Director of Sales



HOTEL • POOL
BALMORAL
CABANA CLUB

SIX VAST ACRES ON THE OCEAN AT 98th ST.
BAL HARBOUR, MIAMI BEACH

Bal Moral Hotel (HSMA)

See Advertisement, Page 78

9801 Collins Ave. (Phone: UNion 6-7792)
Manager: Sherman S. Winn
Sales Manager: Harry N. Snow
Convention Season: Jan. to Nov.
Air Conditioning: Bedrooms, banquet halls
Largest Group Accommodated: 350 (200 rooms and 20 suites available)
Convention Rates: Single: 8.00 to 16.00; Double: 10.00 to 20.00; Suites: 26.00 to 36.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Rates for Meals: Breakfast: 1.50; Lunch: from 2.50; Dinner: from 4.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 9,000 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: 16 and 35mm projectors, screens, blackboards

Barcelona Hotel (HSMA)

See Advertisement, Page 78

4343 Collins Ave.
Manager: Jack Parker
Convention Season: All year, except February
Largest Group Accommodated: 300 (200 rooms, 40 suites available)
Air Conditioning: Yes
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Liquor: Yes
Charges for Mtg. Rms.: None
Net Exhibit Space: 6,450 sq. ft. on one floor
Audio-Visual Aids: All equipment, PA system, spotlights
Stage: Yes
Sports Facilities: Golf, tennis, swimming

Beau Rivage Hotel (HSMA)

9929 Collins Ave. (Phone: UNion 5-8611)
Manager: Martin Levine
Sales Manager: Si Kriegel
Convention Season: All year
Largest Group Accommodated: 770 (250 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: May-October, Dec. 1-15—Single: 10.00-16.00; Double: 10.00-16.00; Suites: 24.00-36.00. Dec. 15-Feb. 1—Single: 26.00-30.00; Double: 26.00-38.00; Suites: 52.00-75.00. Feb. 1-April 30—Single: 26.00-30.00; Double: 36.00-38.00. European.
No. Mtg. Rms. & Capacity of Largest: 5 (650)
No. Banquet Rms. & Capacity of Largest: 4 (650)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 9,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16 mm. and 8 mm. projectors, blackboard
Stage: Available



Biltmore Terrace Hotel

See Advertisement, Page 81

8701 Collins Ave. (Phone: UN 6-5731; Telegraph: DLS)
Manager: Eli Meltzer
Convention Season: All year
Largest Group Accommodated: 400 (227 rooms, 100 suites available)
Air Conditioning: Bedrooms, banquet halls & meeting rooms
Convention Rates: May 1 to July 1, Aug. 22 to Dec. 18—Single & Double: 6.00-8.00; Suites: 8.00-12.00; July 1 to Aug. 22—Single & Double: 8.00-10.00; Suites: 10.00-14.00. Dec. 19 to April 30—Single & Double: 16.00-26.00; Suites: 18.00-34.00
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes
Sports Facilities: Golf, tennis, water skiing

The Carillon (HSMA)

See Advertisement, Page 80

6801 Collins Ave. (Phone: UNion 5-7561)
Manager: Edward Jacks


IT'S THE WISE GAVEL...
that hits the board,
that stands on the lectern,
which faces the crowds, that attend the speaker,
who can be seen on closed TV
in thirty rooms, both large and small,
which create the nation's largest space*
available in portion or package
to mammoth convention or intimate group...
but is yet just a part
of the Wonderworld called
Americana
THE HOTEL OF THE AMERICAS
* 135,000 square feet.
INTER-OFFICE MEMORANDUM
ROUTE TO W. M. R.
Bill - Just got back.
It's everything we
heard - and then some.
My vote goes to the
AMERICANA!
Jim
A TISCH HOTEL • CHARLES CRADDOCK, Gen. Mgr. • OCEANFRONT, 96th TO 98th STREETS • BAL HARBOUR, MIAMI BEACH, FLORIDA

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THIS IS THE KEY TO A CAREFREE CARILLON CONVENTION



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HARRY B. ESKY, EXECUTIVE DIRECTOR OF SALES & A TEAM OF GROUP MEETING SPECIALISTS ARE ALWAYS AT YOUR SERVICE.

IF YOU PLAN A MEETING SOON – OR AT ANY TIME IN THE FUTURE WRITE OR PHONE (MIAMI) UNion 5-7561 FOR A PROPOSAL FROM

THE Carillon HOTEL

100% AIR CONDITIONED

OCEANFRONT • 68th TO 69th STREETS • MIAMI BEACH

FLORIDA

Miami Beach continued

Sales Manager: Harry B. Esky
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 75 suites available)
Air Conditioning: Banquet Halls and 620 bedrooms.
No. Mtg. Rms. & Capacity of Largest: 15 (1,500)
No. Banquet Rms.: 15
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 5c per sq. ft. per day
Net Exhibit Space: 15,000; 1 floor and mezzanine
Audio-Visual Aids: 16mm, 35mm, slide projector, PA system, spotlights
Stage: Yes 30x16
Sports Facilities: Swimming pool, cabana club, badminton, putting course
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

The Castaways

16375 Collins Ave. (Phone: Wilson 7-4661)
Manager: Leon Garfield
Convention Season: All year
Largest Group Accommodated: 600 (200 rooms, 100 suites available)
Air Conditioning: Yes
Convention Rates: Single: $10.00 to $19.00; Double: $10.00 to $19.00; Suite $20.00 to $38.00 from Apr. 10 to Apr. 30, from July 1 to Aug. 31. Single: $8.00 to $16.00; Double: $8.00 to $16.00; Suite: $16.00 to $32.00, from May 1 to June 30, from Sept. 1 to Dec. 14. Single $16.00 to $24.00; Double $16.00 to $24.00; Suite $32.00 to $48.00, from Dec. 15 to Jan. 19. Single $18.00 to $28.00; Double: $18.00 to $28.00; Suite $36.00 to $56.00, from Jan. 20 to Mar. 19. Single $16.00 to $24.00; Double $16.00 to $24.00; Suite $32.00 to $48.00, from March 20 to April 9.
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 3.50
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000, all on one floor
Audio-Visual Aids: All size film projectors available, PA system, spotlights
Stage: Yes
Sports Facilities: Fishing, boating, shuffleboard, volleyball, skiing, tennis, golf
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

Crown Hotel

41st & Collins Ave. (Phone: Jefferson 1-5771)
Manager: Jerry Olin
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms, 13 suites available)
Air Conditioning: Entire hotel
Convention Rates: May-Sept.—Single: 8.00-12.00; Double: 10.00-16.00; Suites: 22.00-38.00. Oct.-Jan., plus April—Single: 16.00-20.00; Double: 18.00-24.00; Suites: 38.00-50.00. Feb. & Mar.—Single: 22.00-26.00; Double: 24.00-30.00; Suites: 50.00-62.00. European.
No. Mtg. Rms. & Capacity of Largest: 6 (1,700)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None except for equipment
Audio-Visual Aids: PA system, spotlights, 16mm and slide projector, blackboards
Stage: Available
Sports Facilities: Golf, fishing, shuffleboard, motorboating

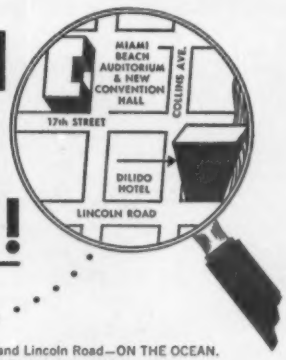
Deauville Hotel (HSMA)

See Advertisement, Page 82

6701 Collins Ave. (Phone: UNion 6-7711)
Manager: Irving Fried
Sales Manager: Richard "Dick" Elterman
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Double: 12.00-20.00; Parlors: 25.00, 30.00, 35.00
No. Mtg. Rms. & Capacity of Largest: 20 (5,000)
No. Banquet Rms. & Capacity of Largest: 7 (3,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None



A hotel created especially for CONVENTIONS!!



* LOCATION . . . . . .

Miami Beach's best convention location, Collins Avenue and Lincoln Road—ON THE OCEAN. The DILIDO Hotel offers the finest Convention and Resort Facilities available anywhere. Just one block from the New Miami Beach Auditorium and Convention Hall.

* FACILITIES . . . A Modern Air Conditioned 350 Room Hotel

COTILLION ROOM	1200
CONTINENTAL ROOM	950
MOULIN ROUGE	400
FLORENTINE ROOM	300

OTHER ROOMS ACCOMMODATING 50 PEOPLE OR MORE

LYMAN PICKETT
SALES MANAGER

NOW a Packaged CONVENTION!

the dilido HOTEL
COMPLETELY AIR CONDITIONED
ON THE OCEAN AT LINCOLN ROAD, MIAMI BEACH

Room — Meals — Sightseeing Tour — Cocktail Party — Banquet — Poolside Barbecue and Water Shows.

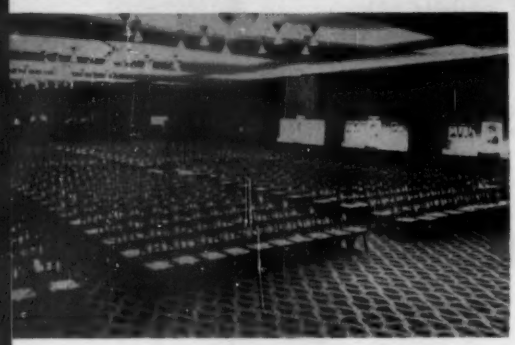
. . . FROM AS LITTLE AS $14.00 PER PERSON
3 DAYS
2 NIGHTS

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$20,000,000 SUCCESS

THE DEAUVILLE CELEBRATES PREMIER YEAR WITH RECORD-BREAKING CONVENTION BUSINESS!





THE REASONS ARE CLEAR!

THE DEAUVILLE, conceived as a magnificent convention-hotel, engineered in advance design, architecture and decor, offers the perfect setting for smoothly functioning conventions, regardless of size. This ultra-modern 600 room convention luxury hotel, occupying two blocks on the Atlantic Ocean in the Heart of Miami Beach, is an IRRESISTIBLE invitation to business, pleasure and relaxation for delegates and their families.

The DEAUVILLE CONVENTION HALL, over 21,000 square feet of unobstructed floor space, comfortably seating 3,500 people theatre-style . . . accommodating 2,500 people banquet-style. Sound-proofed sliding walls can be partitioned into two or three more areas for smaller groups.

35,000 SQUARE FEET OF EXHIBIT SPACE

ACCLAIM POURS IN FROM NATION'S LEADING ORGANIZATIONS

"Deauville sets new standard in convention service"
Watch Material Distributors of America

"Most successful convention ever held"
Protestant Episcopal Church

"Excellent and whole-hearted cooperation"
Optimist International

"Personal handling added to overall effectiveness"
Admiral Corporation

"Ultimate in convention facilities"
Dictaphone Corporation

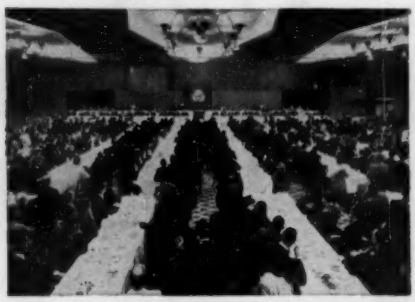
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Nat'l Ass'n of Bank Auditors & Comptrollers

"Deauville 'best of all' "
Custom Tailors & Designers Ass'n of America

"Wonderful in every detail"
American Psychiatric Association

"Superb facilities—beautiful hotel"
National Newspaper Promotion Association

"Immensely successful sales meeting"
Capitol Records, Inc.





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"Projectioneered" for conventions, SUPER-abundant for the most demanding display purposes. Heavy exhibits are handled by powerful elevators that can lift a truck HYDRAULICALLY from the loading ramp to the auditorium's stage.

12 ULTRAMODERN COMMITTEE MEETING ROOMS FOR 50 OR MORE. 20 SPECIAL ROOMS FOR SMALLER GROUPS.

NUMEROUS Press Rooms and Work Shops, complete with telephones, typewriters for press releases. Projection Room with complete visual aid facilities.

PLANNED FOR PLEASURE

2 swimming pools, and 550 feet of private ocean beach—the Cabana Colony, putting greens and sun decks . . . for fun in the sun!
2 magnificent night clubs, featuring great name bands and stars of Broadway and Hollywood!
Miami Beach's only indoor ICE SKATING RINK . . . one of the many DEAUVILLE pleasure exclusives!



DEAUVILLE

550 FEET ON THE OCEAN AT 67th STREET, MIAMI BEACH, FLORIDA

Write, wire or phone
DICK ELTERMAN
Director of Sales

FLORIDA

Miami Beach continued

Charges for Exhibit Areas: None
Net Exhibit Space: 35,000 sq. ft.
Audio-Visual Aids: Slide and 16mm projectors, blackboards, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, golf course, fishing, boating, ice skating rink

Di Lido Hotel (HSMA)

See Advertisement, Page 81

Lincoln Rd. & the Ocean (Phone: Jefferson 8-0811)
Manager: Horace Burnstein
Sales Manager: Mrs. Frances P. Crane
Convention Season: All year
Largest Group Accommodated: 750 (250 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Rates per person, Jan., from 16.00; Feb., from 26.00; March, from 18.00; May, June, Aug. 15-30, Sept. to Dec., from 8.00; July, Aug. 1-15, Dec., from 10.00
No. mtg. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 12,083 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: 2 pools, ocean swimming, golf tennis, deep sea fishing

Eden Roc Hotel (HSMA)

See Advertisement, Page 83

4525 Collins Ave. (Phone: JEfferson 2-2561)
Manager: J. S. Suits
Sales Manager: Bill Pollard
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 300 (225 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Double: 14.00, 16.00 and 18.00; Suites: 52.00 to 56.00
No. Mtg. Rms. & Capacity of Largest: 11 (1,600)
No. Banquet Rms. & Capacity of Largest: 11 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.75; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, fishing, tennis
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

the Empress adds the personal touch that means so much!

CONVENTIONS and SALES MEETINGS

Our superb facilities offer you an attractive choice of flexible rooms designed for groups of 10 to 1000 . . . with special Display Areas, Penthouse Club, superior equipment and print shop. PLUS our own staff of convention experts whose thoughtful service assures you smoothly successful meetings.



For leisure hours, our magnificent pool-lounge area . . . fun programs and nightly entertainment and dancing add to your pleasure. *And* we're only minutes from golf courses, horse racing, deep sea fishing, boating, shopping . . . and Miami Beach Auditorium and Exhibition Hall.

Write for Convention Brochure
Philip Snyder, Mgr.
Kowal Ownership AFL/CIO Hotel
completely air conditioned

DIRECTLY ON THE OCEAN AT 43rd ST. • MIAMI BEACH, FLORIDA

Miami Beach's most celebrated Convention World . . . Eden Roc
hotel, cabana & yacht club

ALL THIS IS YOURS . . . FOR A PERFECT CONVENTION!

- 14 meeting rooms or combinations . . . to seat any size meeting from 24 to 1600!
- Monitored air-conditioning • Modern lighting and sound equipment
- Outstanding cuisine . . . served from an ultra-modern kitchen, strategically placed to serve every banquet with maximum expediency
- Underground parking garage • Yacht anchorage on protected Indian Creek
- 30,000 square feet of drive-in exhibit space at reasonable rates

ALL THIS—PLUS:

- Olympic pool and private ocean beach
- Over a hundred luxury cabanas with individual bathrooms
- Magnificent covered outdoor pavilion for dining and dancing, outdoor meetings
- Three delightfully different dining rooms to suit your every mood
- Informal gaiety and dancing in Harry's American Bar—Garden Cafe
- Fabulous entertainment nightly in the unparalleled Cafe Pompeii



BILL POLLARD, Director of Sales
JEAN S. SUITS, Managing Director

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OCEANFRONT
45th to 47th STREETS
MIAMI BEACH, FLORIDA

FLORIDA
Miami Beach continued

Empress Hotel (HSMA)

See Advertisement, Page 83

4333 Collins Ave. (Phone: JEfferson 8-4892)
Manager: Philip Snyder
Convention Season: All year except Feb.
Largest Group Accommodated: 500 (250 rooms, 20 suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (750)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, easels, film projectors available
Stage: Available
Sports Facilities: Swimming, fishing, tennis, golf

Flamingo Hotel (HSMA)

1500 Bay Rd. (Phone: JE 1-0311)
Manager: Col. Henry R. Dutton
Convention Season: Dec., Jan., after Mar. 20, Apr.
Largest Group Accommodated: 375 (200 rooms and 28 suites available)
Convention Rates: Single: from 10.00; Double: from 14.00; Suites: from 20.00
No. Mtg. Rms. & Capacity of Largest: 2 (900)
No. Banquet Rms. & Capacity of Largest: 4 (900)
Rates for Meals: Breakfast: from 1.50; Lunch: from 2.50; Dinner: from 3.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, tennis, putting, swimming, shuffleboard, boating, fishing

Hotel Fontainebleau (HSMA)

See Advertisement, Page 85

44th to 48th & Oceanfront (Phone: JEfferson 8-8811)
Manager: Duke Stewart
Sales Manager: William Buckley
Convention Season: All year
Largest Group Accommodated: 900 (750 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 14.00-35.00; Double: 14.00-30.50; Suites: 38.00-130.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (6,000)
No. Banquet Rms.: 8
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 7.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 78,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Yes (50'x30'; 25'x15'; 35'x22')
Sports Facilities: Swimming, tennis, pitch & putt golf, access to golf courses

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WHEN YOU FLY EASTERN TO FLORIDA

No "businessman's luncheon" for you when you travel on Eastern's Florida-bound Prop-Jet Electras. You enjoy the finest in first-class service and you arrive relaxed and refreshed for your sales meeting or convention.

Eastern offers more flights to Florida than any other airline. Eastern will also be happy to plan for you and your associates a post-convention sidetrip to the enchanting Caribbean.

For complete details, write Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, N.Y., or call your local Eastern Air Lines office.

EASTERN AIR LINES

Serving 95% of the Nation's Convention Cities



IT'S WIDE OPEN

TO BETTER CONVENTIONS
MORE STIMULATING MEETINGS

the GOLDEN GATE HOTEL

• MEETING SPACE

Our new Convention Hall is designed to accommodate groups of 10 to 1600. Nine meetings can be held simultaneously. Fully equipped with every modern convention facility.

• PERSONALIZED SERVICE

Our staff includes convention experts, public relations men, secretaries, photographers, with round-the-clock service.

• ACCOMMODATIONS

Largest resort in the world! 500 luxurious rooms, all air conditioned, including hotel, motel, apartments and villas. Huge private beach, 2 pools, tennis, dancing and entertainment

For full details and convention brochure, write
J. Maxwell Myers, Sales Manager
William J. Hines, General Manager

20 acres on the Ocean at 194th St.
MIAMI BEACH 54



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INCOMPARABLE MEETING FACILITIES FOR UP TO 10,000 PEOPLE!
Private conference rooms for 10 to 100 • Convention hall accommodating 6,000

SUPERB BANQUET FACILITIES
for groups up to 4,000! Private dining rooms, formal dining rooms, casual coffee shop for fine food at popular prices.

UNSURPASSED FACILITIES FOR FUN AND RELAXATION
14 acres of oceanfront luxury—5 cocktail lounges—exclusive shops—La Ronde Supper Club—Yacht Basin.

1,000 Rooms, 300 Cabanas
FREE GOLF at exclusive country club
1,000 feet oceanfront beach
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Spacious hospitality suites
Ample undercover parking
2 Swimming pools, putting green, tennis

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Teletype: CG-929

BEN NOVACK President
DUKE STEWART Manager

WILLIAM BUCKLEY
Director of Sales



ON THE OCEAN AT 44th STREET • MIAMI BEACH, FLORIDA

FLORIDA

Miami Beach continued

Golden Gate Hotel (HSMA)

See Advertisement, Page 84

1940O Collins Ave. (Phone Wilson 7-4411)

Manager: William J. Hines
Sales Manager: J. Maxwell Myers
Convention Season: All year
Largest Group Accommodated: 1000 (500 rooms and 150 suites available)
Convention Rates: April 20 to Dec. 20: 7.00-10.00; Dec. 20 to Jan. 20: 10.00-20.00; Jan. 20 to April 20: 12.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (1600)
No. Banquet Rms. & Capacity of Largest: 2 (1,200)
Rates for Meals: Breakfast: 1.25; Lunch: 1.75; Dinner: 4.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Mtg Rms.: None if convention is headquartered at hotel
Charges for Exhibit Space: None if convention is headquartered at hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: 16mm moving picture projector, 32mm still picture projector, PA system, spotlights, 35mm projector
Stage: Yes (40'x24')
Sports Facilities: Swimming pools, tennis, shuffleboard, putting

Lucerne Hotel (HSMA)

4101 Collins Ave. (Phone: JE 2-2541)

Manager: Earl Gasser
Sales Manager: Dan Glaubman
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms available)
Air Conditioning: Yes
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.65; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights. Projectors can be rented as needed
Stage: Yes
Sports Facilities, Swimming, golf, fishing, water skiing, tennis nearby

Monte Carlo Hotel

6552 Collins Ave. (Phone: UNion 6-8721)
Manager: Harvey Weinberg
Convention Season: Jan. 2 to Feb.; Aug. to Dec. 20
Largest Group Accommodated: 300 (150 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-8.00; Double: 8.00-12.00; Suites: 16.00-24.00. Rates higher from Dec. 19 to May 1
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: .75 to 1.50; Lunch: 1.00-2.00; Dinner: 2.25 to 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, shuffleboard, swimming, ping pong

The Montmartre

4775 Collins Ave. (Phone: JE 2-1731)
Manager: Sterling LeVine
Convention Season: April to Dec. 19 (not including Easter holiday period)
Largest Group Accommodated: 375 (150 rooms, 25 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 10.00-12.00; Double: 14.00-20.00; Suites: 28.00-55.00. Lower rates May 1 to July 1, Aug. 24 to Nov. 1. Higher rates April 20 to May 1, July 1 to Aug. 24, Nov. 1 to Dec. 19. European
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms.: 4
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Roney Plaza (HSMA)

See Advertisement, Page 86

2301 Collins Ave. (Phone: 5-6011)
General Manager: Elliot S. Ryan
Sales Manager: Amando W. Castroverde
Convention Season: All year
Largest Group Accommodated: 400
Air Conditioning: Entire hotel
Convention Rates: Summer: Single: 8.00, 10.00 & 12.00; Double: 10.00, 12.00 & 14.00; Suites: 25.00. Winter: Single: 22.00, 24.00 & 26.00; Double: 2600, 28.00 & 30.00; Suites 45.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 2.25; Dinner: from 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 16,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Tennis, golf, fishing, swimming (pool and beach), shuffleboard

Saxony Hotel (HSMA)

See Advertisement, Page 88

32nd & 33rd St. (Phone: JEfferson 8-6811)
Manager: Chas. Eck
Sales Manager: Henry G. Phillips
Convention Season: All year
Largest Group Accommodated: 800 (300 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-14.00; Double: 12.00-16.00; Suites: 22.00-30.00. In-season rates slightly higher. European
No. Mtg. Rms. & Capacity of Largest: 8 (1,200)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor. Additional area
Audio-Visual Aids: PA system, spotlights, screen projectors can be rented. Projectors can be rented
Stage: Available
Sports Facilities: Golf, swimming pool, tennis, water skiing, shuffleboard

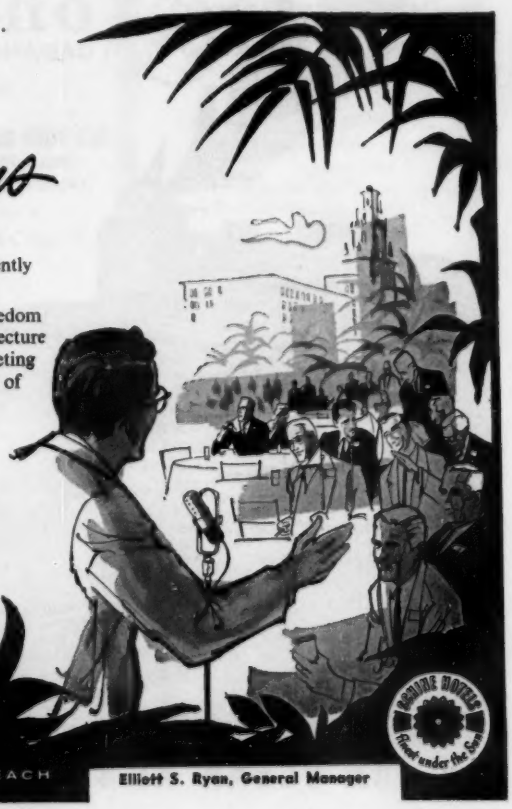
TO SELECT GROUPS FROM 16 TO 600...

Conventions without Tensions

For a truly different, more productive meeting or convention, plan yours within the privacy of the spacious 7-acre Roney Plaza—the most conveniently located Miami Beach convention hotel.

The Roney's unique facilities are conducive to tensionless meetings... freedom from noises... absence of neon and commercialism. Instead, subtle architecture and magnificence in the air conditioned suites and rooms, exhibit and meeting rooms, even outdoor meetings can be arranged. There are acres and acres of relaxing enjoyment... the expansive (3 blocks long) ocean beach... racing size swimming pool... vast tropical gardens... the rare-to-find tennis courts and putting greens... superb cuisine... And famed Roney Plaza personalized hospitality.

For complete information and exclusive location benefits (within walking distance of Miami Beach Exhibition Hall and Auditorium... in the very center of every attraction) write Armando W. Castroverde, Director of Sales.



THE WORLD FAMOUS RONEY PLAZA

7 ACRES ON THE OCEAN AT 23rd ST. MIAMI BEACH

Elliott S. Ryan, General Manager

PREFERRED HOTELS Resort under the Sun



TWA puts wings on convention planning



Miami is the newest convention city served by the fastest Jetliner in the U. S.—the superb TWA BOEING 707! Now more than ever, Miami offers everything for your convention. And TWA offers every help, from the selection of the ideal site to round-trip transportation.

Highly trained TWA Convention Bureau specialists assist you in finding the facilities that are best suited to make your meeting an outstanding success . . . accommodations for groups of any size . . . relaxing recreation.

For information about TWA's Convention Planning and Transportation Service (including charters), call your nearest TWA office. Or write: Herb Lynn, Convention Sales Manager, TWA, 380 Madison Avenue, N.Y. 17, N.Y.

FLY THE FINEST... FLY TWA USA · EUROPE · AFRICA · ASIA

FLORIDA
Miami Beach continued

Seville Hotel

2901 Collins Ave. (Phone: JE 4-4721)
VP & Gen. Mgr.: Fred Collier
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-14.00; Double: 12.00-16.00; Suites: 24.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (1,750)
No. Banquet Rms. & Capacity of Largest: 8 (1,500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if hotel is headquarters or food is served
Audio-Visual Aids: PA system, spotlights, 8 and 16mm prorectors
Stage: Available
Sports Facilities: Swimming, fishing, golf, tennis, boating

Shelborne Hotel

See Advertisement, Page 89

1801 Collins Ave. (Phone: JE 1-1271)
Manager: Charles Yavers
Sales Manager: Jack M. Slone
Convention Season: Jan. 1-15, March 1-15, April to Dec. 20
Largest Group Accommodated: 500 (200 rooms, 20 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 10.00; Double: 12.00-16.00; Suites: 25.00—May & June. Single: 12.00; Double: 14.00-18.00; Suites: 30.00—July, Aug., Sept. & Oct. 18.00, 20.00, 24.00, 26.00 Single or double—January
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: 2.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, blackboard, easel, flip charts, podiums. Projectors available on rental basis
Sports Facilities: Pool, beach, shuffleboard

ORLANDO

Railroads: S.A.L.; A.C.L.
Airlines: DAL, EAL, NAL

CONVENTION BUREAU

Orlando Convention Bureau
P. O. Box 141
Joel L. Moore, Executive Director

The Angebilt (HSMA)

37 N. Orange Ave. (Phone: GA 5-3511)
Manager: James N. Conley
Convention Season: All year
Largest Group Accommodated: 150 (150 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50-8.50; Double: 8.50-12.50; Suites: 21.50-25.50
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: from .75; Lunch: from 1.00; Dinner from 1.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Net Exhibit Space: 5,000 sq. ft. (3,600 on one floor)
Audio-Visual Aids: PA system, spotlights, movie projector & screen
Stage: Available
Sports Facilities: Golf, tennis, horseback riding, bowling, boating

San Juan Hotel (HSMA)

32 North Orange Ave. (Phone: GArden 2-4266)
Manager: John E. Weir
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, 75% of bedrooms
Convention Rates: Single: 5.00-9.00; Double: 8.00-11.00; Suites: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Very
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboard, movie screen
Stage: Available

PALM BEACH

Railroads: Fla. East Coast
Airlines: DAL, EAL, Mackey, NAL

Colonnades Hotel (HSMA)

P.O. Box 676, Riviera Beach (Phone: Palm Beach Victor 4-5221)
Franager: F. Dan Haselmire
Convention Season: December through May
Largest Group Accommodated: 250 (54 rooms, 44 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-10.00; Double: 10.00-14.00; Suites: 12.00-18.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (750)
No. Banquet Rms. & Capacity of Largest: 6 (450)
Group Meal Rates: Breakfast: 1.00-1.50; Lunch: 1.75-3.50; Dinner: 3.00-5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 1,976 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, film projectors
Stage: Available
Sports Facilities: Swimming pool, ocean beach, fishing, shuffleboard, golf

Palm Beach Biltmore Hotel (HSMA)

Bradley Place (Phone: TE 2-1781)
Sales Manager: L. E. Ames
Convention Season: Nov. to May
Largest Group Accommodated: 936 (400 rooms, 55 suites available)
Air Conditioning: Entire hotel
Convention Rates: Nov. thru Dec.—Single: 20.00; Double: 32.00; Jan. to June—Single: 22.00; Double: 34.00; Parlors: 15.00 extra. American or European
No. Mtg. Rms. & Capacity of Largest: 12 (750)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel

a WORLD of CONVENTION pleasures!

FOR COMPLETE INFORMATION CONCERNING CONVENTION PLEASURES OF THE SAXONY, WRITE, PHONE OR WIRE COLLECT:

HENRY G. PHILLIPS, *Director of Sales*
Miami Beach Phone:
JEfferson 8-6811

the *Saxony*

Home of the Ivory Tower and Outside Glass Bubble Elevator

MOST EXCITING BLOCKFRONT ON THE OCEAN, AT 32nd ST. MIAMI BEACH, FLA.

Feature for feature—this is the finest!

10,000 SQUARE FEET OF EXHIBITION SPACE
PORTABLE STAGES AND P. A. SYSTEMS
REGISTRATION DESKS EQUIPPED WITH TYPEWRITERS
PRESIDENTIAL SUITES FOR ELECTED OFFICERS & DIRECTORS
CONVENIENT TO MIAMI BEACH'S NEW EXHIBITION HALL
CONVENTION PUBLICITY OFFICES WITH MIMEOGRAPH FACILITIES
MOTION PICTURE PROJECTORS & SCREENS, BLACKBOARDS, FLASH BOARDS
IN AND OUT SUPERVISED PARKING • NIGHTLY ENTERTAINMENT
COMPLIMENTARY POOL, PRIVATE OCEAN BEACH, CABANA CLUB
BEACH MATS & CHAISES • GOLF • FULL SOCIAL PROGRAM
400 ROOMS & SUITES • 100% AIR CONDITIONED
TV, RADIO, MUZAK, AUTOMATIC PHONES IN EVERY ROOM
WORLD-FAMOUS RESTAURANTS AND COCKTAIL LOUNGES
and fun-filled activities for delegates' families
including Dancing, Movies, Water Shows,
Style Shows, Wiener Roasts, etc.

Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor.
Audio-Visual Aids: PA system, spotlights. Projectors can be rented
Stage: Yes
Sports Facilities: Swimming pool, tennis, putting green, shuffleboard, badminton, fishing, boating, private beach
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Palm Beach Towers

Phone: TEmple 3-5761
Manager: Donald W. Paton
Sales Manager: David W. Atchinson
Convention Season: May 1 to Dec. 1
Largest Group Accommodated: 300 (200 rooms available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 17.00; Double: 20.00; Suites: 20.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: .85; Lunch: 2.25; Dinner: 3.75
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Stage: Yes
Audio-Visual Aids: 16mm projector, PA system, spotlights
Sports Facilities: Golf, tennis, swimming, fishing

Sea Breeze Hotel & Villas

See Advertisement, Page 89

South Ocean Blvd. (Phone: JUstice 2-7471)
Manager: Frank Williams
Convention Season: May 1-Dec. 15
Largest Group Accommodated: 268 (134 rooms available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 7.00-10.00; Double: 9.00-11.00; Suite: 20.00-34.00; Dec. 15 to Feb. 1 and April 1 to May 1—Single: 10.00-14.00; Double: 12.00-16.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4 (150)
Liquor: Yes
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pools, tennis courts, shuffleboard, fishing, boating, 500 ft. private beach, golf course nearby

PONTE VEDRA BEACH

Railroads: A.C.L.; S.A.L.; S. Ry.; F.E.C.; Ga. So. & Fla.—all to Jacksonville
Airlines: Served through Jacksonville

Ponte Vedra Club — The Inn (HSMA)

See Advertisement, Page 89

(Phone: Atwater 5-2121)
Manager: Luther N. Grimes
Asst. Manager: Mayhugh Courson
Convention Season: All year, except Mar., Apr. July, August
Largest Group Accommodated: 200 (75 rooms, 15 suites available)
Air Conditioning. Entire hotel
Convention Rates: Feb. and May—single: 30.00; Double: 38.00; parlor: 12.00 extra. June, Oct. thru Jan.—single: 22.00; Double: 34.00; Parlors: 12.00 extra. American
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 4 (120)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Portable
Sports Facilities: Golf, swimming, tennis, shuffleboard, pitch and putt, fishing
Hotel Representatives: Robert F. Warner Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

ST. AUGUSTINE

Railroads: F.E.C.

Monson Hotel and Motor Court (HSMA)

Bay St. (Phone: VAlley 9-2277)

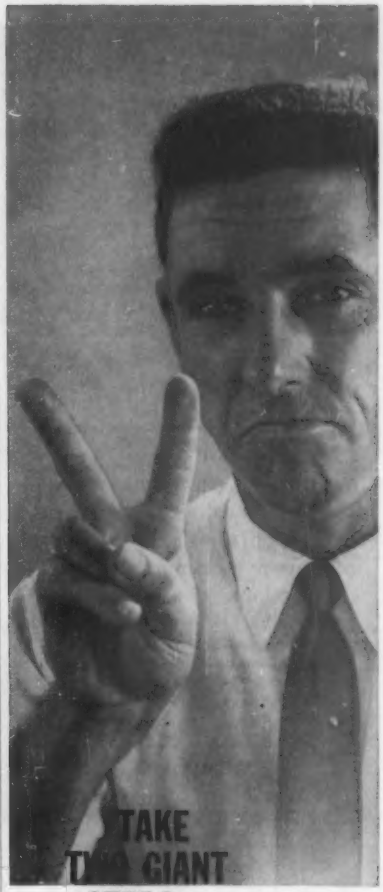
SUCCESSFUL MEETINGS
call for
Ponte Vedra
PONTE VEDRA BEACH
FLORIDA

Directly on the Atlantic just 25 miles from Jacksonville with through train and plane service from all points.

Four meeting rooms accommodating up to 125. All guest and function rooms air-conditioned. Championship golf course at door, tennis, private beach, fresh water pool, pitch and putt golf, fresh and salt water fishing.

National and regional associations and companies find Ponte Vedra "tops" for meetings from September through February and from May 1st to June 15th. Write for details. Address Luther N. Grimes, Gen. Mgr., Ponte Vedra Club, Ponte Vedra Beach, Fla. Call ATwater 5-2121.

PONTE VEDRA CLUB
Florida's Foremost Four Season Resort



STEPS

One to Miami Beach, Convention Capital of the World. Then take Step No. 2 to The Shelborne, best-located convention hotel in Miami Beach. And at The Shelborne, you're just two giant steps from the new Miami Beach Auditorium, two giant steps from famed Lincoln Road. Yes, choosing The Shelborne is a giant step in the right direction—toward the most successful meeting you've ever had!

- *Group accommodations and facilities for 350*
- *Smaller rooms for conferences, parties, etc.*
- *All convention equipment available*
- *Large exhibit area*
- *Oversized guest rooms and parlorettes*
- *Air-conditioned throughout*
- *Large private, sandy beach*

For information, write, wire or phone collect
Jack M. Slone, Director of Sales
JEfferson 1-1271

SHELBORNE
Oceanfront, 18th St., Miami Beach
A RESORTS INTERNATIONAL HOTEL
Atop Lookout Mt., Castle In The Clouds In Jamaica, The Marrakesh

"Let Us Help You Make Things Happen!"
No Convention Too Large Or Too Small

The SEA BREEZE MOTEL HOTEL and VILLAS


ON THE OCEAN — PALM BEACH

- Air Conditioned meeting rooms
- Movie and sound equipment
- Car rental service on premises
- Park in front of your room
- Direct non-stop major air lines
- Two major railroad stations
- Planned Entertainment
- Golf • Tennis Deep Sea Fishing

500 ft. OCEAN BEACH with cabanas
TWO SWIMMING POOLS fresh and salt water
TWO DINING ROOMS with cocktail lounges

100% AIR CONDITIONED

The Fabulous GOLD COAST Insures Your Most Successful Convention
FOR RESERVATIONS OR COLORFUL BROCHURES PHONE, WIRE OR WRITE FRANK WILLIAMS
2770 SOUTH OCEAN BOULEVARD • TELEPHONE JUSTICE 2-7471 • PALM BEACH, FLORIDA



Especially for sales meetings, executive conferences or conventions seeking to establish that fellowship and relaxed congeniality offered by a site having a minimum of outside distractions.

- Meeting rooms for 10 to 500
- Superb cuisine—2 dining rooms; superb Coffee Shop
- Cocktail Lounge—nightly entertainment

For dates, Fall, Winter, Spring
Write, wire, phone Sales Manager

SORENO HOTEL

P. O. Box 3042 Phone 7-7801



Business is Fun at the Vinoy

You'll like the way the Vinoy Park Hotel helps you with your Convention or Business Meeting. Specially trained personnel anticipate every need and the meetings run smooth as silk. Meeting "breaks" mean a swim in the pool, a round of Par Three Golf on the grounds; or golf at the Sunset Country Club or an evening at the exclusive Bath Club. Overlooks Tampa Bay—can accommodate up to 700. Season, December to mid-April.

Sterling B. Bottome
Managing Director

ST. PETERSBURG, FLA.

FLORIDA

St. Augustine continued

Manager: John A. McIlhenny
Convention Season: All year
Largest Group Accommodated: 100 (90 rooms, 5 suites available)
Air Conditioning: Public rooms and cottages, some bedrooms
Convention Rates: Single: 5.00; Double: 8.00; Suites: 12.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming

Hotel Ponce de Leon

(Phone: Valley 9-5631)
Manager: J. Kilbourne Hyde
Convention Season: Jan. through April
Largest Group Accommodated: 400 (240 rooms, 20 suites available)
Convention Rates: Single: 18.00; Double: 34.00; Suites: 42.00-48.00. American. European can be arranged
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 2 (650)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Nominal
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm and slide projector
Stage: Available
Sports Facilities: Golf, tennis, swimming, shuffleboard

Ponce DeLeon Motor Lodge

P.O. Box 1291 (Phone: BAlley 4-2821)
Manager: William H. Summers
Convention Season: All year
Largest Group Accommodated: 220 (56 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-12.00; Double: 14.00-18.00; Suites: 25.00. European.
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 1 (175)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 16 mm. slide projector
Stage: Portable
Sports Facilities: Golf, swimming, bowling, badminton, shuffleboard

ST. PETERSBURG

Railroads: A.C.L.; S.A.L.
Airlines: DAL, EAL, Mackey, NAL, NEA, NWA, TCA, TWA

CONVENTION BUREAU

Convention Bureau
Chamber of Commerce
Al J. Morgan, Director

Colonial Inn and Desert Ranch

6300 Golf Blvd. (Phone: 22-1011)
Manager: John W. Astarita
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Apr. 5-Dec. 20—Single: 6.00-10.00; Double: 8.00-12.00; Suites: 12.00-20.00. Jan. 1-Apr. 15—Single: 14.00-20.00; Double: 16.00-22.00; Suites: 16.00-25.00. European.
No. Mtg. Rms. & Capacity of Largest: 3 (650)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: .75-1.50; Lunch: .85-2.50; Dinner: 2.50-7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, fishing, shuffleboard, boating, golf

Soreno Hotel (HSMA)

See Advertisement, Page 90

Beach Dr. & First Ave. (Phone: 7-7801)
Manager: Martin C. McNiel
Sales Manager: Jack Nielson
Convention Season: Oct. 28 to May 15, except Feb. 1 to Mar. 25
Largest Group Accommodated: 550 (275 rooms, 28 suites available)
Air Conditioning: Two banquet and meeting rooms, ballroom
Convention Rates: American—Single: 20.00-22.00; Double: 32.00-34.00; Suites: 15.00-18.00 additional. European—Single: 14.00-16.00; Double: 20.00-22.00
No. Mtg. Rms. & Capacity of Largest: 6 (1,200)
No. Banquet Rms. & Capacity of Largest: 6 (700)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 2.50; Dinner: from 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for large conventions
Net Exhibit Space: 26,633 sq. ft.
Audio-Visual Aids: PA system, spotlights, easels, 16mm projector & screen
Stage: Available (4'x6' sections)
Sports Facilities: Golf, tennis, swimming, horseback riding, fishing, sailing, skiing
Hotel Representatives: Robert F. Warner Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Suwannee Hotel

First Ave. & 5th St. North (Phone: 7-7871)
Managing Dir.: Paul Brown
Convention Season: All year, except Dec. 7, Jan., Feb., Mar.
Largest Group Accommodated: 200 (150 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 5.00; Double: 8.00; Suites: 12.00-20.00
No. Mtg. Rms. & Capacity of Largest: 3 (550)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: from 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: Screens, PA system, spotlights
Stage: Available

Tides Hotel and Bath Club

Gulf Blvd. at Redington Beach (Phone: 9-0111)
Manager: Phil Dross
Sales Manager: Jim Bearce
Convention Season: Jan. 1 to 20, April 15th to Dec 15
Largest Group Accommodated: 400 (200 rooms, 21 suites available)
Air Conditioning: Entire hotel
Convention Rates: May 15 to Dec. 15—Single: 6.00-10.00; Double: 8.00-12.00; Suites: 12.00-20.00; Jan. 1 to 20—Single: 14.00-20.00; Double: 16.00-22.00; Suites: 16.00-25.00. European. Add 7.00 per day per person for American
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: .85; Lunch: 1.25; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,204 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm and 35mm projectors, blackboards, easels
Stage: Available
Sports Facilities: Golf, swimming, water skiing, boating, fishing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

The Vinoy Park (HSMA)

See Advertisement, Page 90

5th Ave. North & Beach Drive (Phone: 7-7891)
Manager: Sterling B. Bottome
Sales Manager: Jack Nielson
Convention Season: Mid Dec. to Mid Jan.; Mid Mar. through Apr.
Largest Group Accommodated: 650 (300 rooms, 25 suites available)
Air Conditioning: Two meeting rooms
Convention Rates: Single: 22.00; Double: 32.00; Suites: 17.00 daily for parlor in addition to bedroom charge. American
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 2 (850)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None

Net Exhibit Space: 4,992 sq. ft. (booths only)
Audio-Visual Aids: PA system, spotlights, 16mm projector and screen
Stage: Available
Sports Facilities: Swimming, shuffleboard, putting green, golf, sailing, tennis, horseback riding
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc.; William P. Wolfe Organization (see pg. 29)

SANFORD

Railroads: A.C.L.; Str.

Giant's Mayfair Inn

1000 E. 1st Street (Phone: FA 2-3411, FA 2-6011)
Manager: Frank Mebane, Jr.
Sales Manager: Ruby Williams
Convention Season: Dec., Jan., Mar., April (small groups entire Summer)
Largest Group Accommodated: 325 (175 rooms, 20 suites available)
Air Conditioning: 30 bedrooms
Convention Rates: May-Dec.—Single: 4.00-6.00; Double: 5.00-8.00; Suites: 10.00-24.00. European plan. Dec.-May — Single: 12.00-14.00; Double: 20.00-28.00; Suites: 24.00-40.00. American plan.
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Charges included in convention rate
Net Exhibit Space: 3,200 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm and slide projector
Stage: Yes
Sports Facilities: Golf, tennis, heated swimming pool, shuffleboard, solariums, boat and fishing dock

SARASOTA

Railroads: A.C.L.; S.A.L.
Airlines: NAL

AUDITORIUM

Municipal Auditorium

801 Tamiami Trail
Sarasota, Fla. (Phone: Ringling 7-1219)
Manager: Mason Baldwin
Exhibit Areas: Arena, 10,000 sq. ft. including aisles
Rental Fees and Services: $150 to $185 per day includes light, janitor, PA and air conditioning
Ventilation: Air conditioned
Ceiling Height: 15 ft. to 50 ft. (domed)
Dimensions, Opening to Exhibit Hall: 6' 10" wide; 6' 11" ft. clearance
PA System: Available and permanently installed
Columns: None
Utilities: 110; and 220 on request.
Loading Facilities: Loading platform
Meeting Rooms: Adjoining annex may be available
Facilities for Food Functions and Banquet Capacity: Can seat banquet up to 900 — on kitchen facilities
Parking Facilities: Adequate
Distance from Business District: Three-fourths mile

Mira-Mar Hotel

Palm Ave. So. of Main (Phone: 2-5181)
Manager: Herbert W. Norton
Convention Season: Nov. 15 to June 1
Largest Group Accommodated: 200 (90 rooms and 6 suites available)
Convention Rates: Single: 4.00 to 6.00; Double: 6.00 to 9.00; Suites: from 12.00
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: .50 to 1.50; Lunch: .65 to 2.50; Dinner: 2.50 to 4.50
Liquor: Served in hotel
Air Conditioning: Some banquet halls and 1 meeting room
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Shuffleboard

TALLAHASSEE

Railroads: S.A.L
Airlines: EAL, NAL

Floridan Hotel

Monroe & Call (Phone: 2-3850)
Manager: Carl L. Daniels
Sales Manager: Jim Bearce
Convention Season: All year
Largest Group Accommodated: 175 (126 rooms, 2 suites available)
Air Conditioning: 80% of bedrooms, banquet and meeting rooms
Convention Rates: Single: 4.00-7.00; Double: 7.00-10.00; Suites: 16.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,040 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights

TAMPA

Railroads: A.C.L.; S.A.L.
Airlines: CAP, DAL, EAL, Mackey, NAL, NEA, NWA, TCA, TWA

CONVENTION BUREAU

Convention Bureau
P. O. Box 420 (1)
Ralph Chapman, Manager

AUDITORIUM

Fort Homer Hesterly Armory

Tampa, Fla. (Phone: 8-3079)
Manager: E. V. Chassee
Exhibit Areas: 26,400 sq. ft.
Rental Fees and Services: Variable
Ventilation: Exhaust fans
Ceiling Height: 43 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 10 ft.
Columns: None
Utilities: 110-220 current
Loading Facilities: Truck lift
Locations, Size or Storage Areas: 2 rooms, downstairs (30' x 70')—10' ceilings—garage doors
Meeting Rooms and Capacities: Two, 100 each
Facilities for Food Functions and Banquet Capacity: Caterer can serve, 2,000
Parking Facilities: Free Parking for 1,000 cars
Distance from Business District: One mile

Floridan Hotel

905 Floridan Ave. (Phone: 25511)
Manager: J. B. Pickard
Convention Season: All year except Jan., Feb., March
Largest Group Accommodated: 250 (150 rooms available)
Convention Rates: Single: 6.00-8.00; Double: from 9.00-12.00; Suites: from 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if used for convention
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Tampa Terrace (HSMA)

Lafayette & Florida Ave. (Phone: 2-5561)
Manager: Bartley Gay
Sales Manager: Robert Everingham
Convention Season: All year except Jan. to April
Largest Group Accommodated: 200 (150 rooms, 9 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 8.00-11.00; Suites: 18.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.75; Dinner: 2.95
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 5,253 sq. ft. one floor
Audio-Visual Aids: PA system, spotlights, aluminum easels
Stage: 50' x 15'

VERO BEACH

Royal Park Inn (A Treadway Inn)

See Advertisement, Pages 30, 31

(Phone: JO 2-2392)
Manager: John D. Lee
Convention Season: April to Jan. 20
Largest Group Accommodated: 100 (50 rooms, 1 suite available)
Air Conditioning: Some bedrooms
Convention Rates: May to Dec.—Single: 4.00-7.00; Double: 6.00-9.00; Suite: 12.00. European. Jan. to April—Single: 14.00; Double: 26.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 1 (75)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: Spotlights
Sports Facilities: Golf, tennis, pool, beach, shuffleboard, fishing

WEST PALM BEACH

Railroads: F.E.C.; S.A.L.
Airlines: EAL, NAL, QA

In **Tampa**
HILLSBOROUGH COUNTY, FLORIDA

you'll get more done — and still have fun!



Get more done and still have fun! That's the good balance you get for your sales meeting or convention in Tampa. Recreation and entertainment? Sure, worlds of it, but not overemphasized to the point it cuts into your important business meetings.

Accommodations: Modern, air-conditioned hotels and motels; moderate year 'round rates.

Easy-to-get-to: By rail, air (9 airlines), bus, and arterial highways.

Facilities: Auditorium; meeting, exhibit and banquet rooms—for 25 delegates or 2500.

Service: Experienced, cooperative, Convention Department, staffed to relieve you of many details of registration, housing, programs, entertainment.

If you mean business, come to... Tampa!

FLORIDA

West Palm Beach continued

Hotel George Washington (HSMA)

1st St. & Flagler Drive (Phone: 8191)
Manager: Hubert D. England
Convention Season: All year
Largest Group Accommodated: 400 (Jan. 15 to Mar. 15—can protect to 50 room occupancy and 4 suites.) Other time—to as many as 100 rooms and 8 suites)
Convention Rates: Single: from 5.00; Double: from 8.00; Suites: 12.00
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Rates for Meals: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.50
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Deep-sea fishing, swimming, cruise inland waters

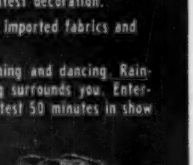
Pennsylvania Hotel

Evernia at Flagler (Phone: TE 2-7101)
Manager: H. E. Glass
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 10 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 6.00-8.00; Double: 10.00-12.00; Suites: 13.00-34.00. European
No. Mtg. Rms. & Capacity of Largest 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 12,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, all types of projectors available

South's Supreme Hotel with a Personal Touch

★ Atlanta's largest Exhibition Hall—seating 2500, located at ground level, no elevators required and completely staffed and equipped.
★ Banquets—20 to 2000.
★ Twenty-seven (27) meeting rooms adjacent.
★ Five (5) restaurants in latest vogue.
★ Nation's finest floor of meeting rooms.
★ Fabulous Empire Room with dining, dancing and star entertainment.
★ Arcade Shops of latest decoration.
★ Suites furnished in imported fabrics and collectors' items.
★ Summer Garden dining and dancing. Rainbow mystic lighting surrounds you. Entertainment is the fastest 50 minutes in show business.

A small City, within itself, with Southern hospitality flowering.



Atlanta Biltmore

Stage: Available
Sports Facilities: Golf, swimming, tennis, sailing, fishing

GEORGIA

ALBANY

Railroads: A. & N., A.C.L., S.A.L.: C. of Ga., G.N.
Airlines: EAL, SOU

New Albany Hotel

Pine & Jackson Sts. (Phone: HEmlock 2-6231)
Manager: Sam Farkas
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms, 2 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-6.50; Double: 8.00-10.00; Suites: 15.00-29.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 100.00
Charges for Exhibit Areas: 25.00 to 100.00
Net Exhibit Space: 5,000 sq. ft. on one floor separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available

Radium Springs

Radium Springs Road (Phone: HE 6-3345)
Manager: Carl Caldwell
Convention Season: All year, prefer May, Sept. Oct. and Nov.
Largest Group Accommodated: 100 (50 rooms, 4 suites available)
Air Conditioning: All bedrooms, small banquet rooms
Convention Rates: Single: 5.00-8.00; Double: 7.50-13.00; Suites: 19.00-21.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 4,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, fishing, golfing, badminton, shuffleboard

ATLANTA

Railroads: C. of Ga.; S.A.L.; L. & N.; Southern; A. & W. Pt.; Ga.; A.C.L.; N.C. & St. L.
Airlines: CAP, DAL, EAL, NWA, SOU, TWA

CONVENTION BUREAU

Atlanta Convention Bureau
912 Rhodes-Haverty Bldg. (3)
Walter E. Crawford, Executive Vice President

AUDITORIUM

Atlanta Municipal Auditorium

30 Courtland St., S.E. (JA 2-6371)
Manager: H. H. Niebruegge
Exhibit Areas: Arena, 10,290 sq. ft.; Taft Hall 4,000 sq. ft.; Ex. Hall #1, 5,500; Ex. Hall #2, 4,400 sq. ft.; Ex. Hall #3, 7,000 sq. ft.; Com. Room #1, 1,316 sq. ft.; Com. Room #2, 2,386 sq. ft. Sky Room, 7,500 sq. ft.
Rental Fees and Services: Arena $300 per day; Taft Hall, $100; Ex. Hall #1, $100; Ex. Hall #2, $75; Ex. Hall #3, $125; Com. Room #1, $25; Com. Room #2, $40; Sky Room, $100. Includes heat, light, water, janitor service, 2 forklift trucks and operators, and labor that can be spared.
Floor Load: Unlimited. Ventilation: Fully air conditioned
Dimensions, Opening to Exhibit Hall: Truck door 11 ft. high
Columns: None to Main Arena; Ex. Hall #2 and #3, 18 in. on 20 ft. centers
Utilities: 208 volt current, gas hot water
Loading Facilities: Two forklift trucks and operators
Storage Areas: Basement, sufficient for all shows
Meeting Rooms and Capacities: Committee Rooms #1 and #2, 125 and 250
Facilities for Food Functions: Outside caterers can serve banquets up to 1,200
Parking Facilities: Limited; commercial lots adjacent have space for 600 cars
Distance from Business District: Five blocks

Atlanta Biltmore (HSMA)

See Advertisement, Page 92

W. Peachtree, 5th, 6th & Cypress Sts. (Phone: TR 5-3461)
V.P.-Gen. Manager: D. O. Beusse
Sales Manager: Charlie L. Bird
Convention Season: All year
Largest Group Accommodated: 775 (400 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 8.00-12.00; Double: 11.00-18.00; Suites: 25.00-60.00
No. Mtg. Rms. & Capacity of Largest: 24 (2,500)
No. Banquet Rms. & Capacity of Largest: 24 (2,500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 23,098 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, swimming, tennis, riding nearby

Dinkler Plaza Hotel (HSMA)

See Advertisement, Page 38

98 Forsyth St. N.W. (Phone: JAckson 4-2461: Telegraph AT298)
Manager: George Fowler
Sales Manager: Jon Barnes
Convention Season: All year
Largest Group Accommodated: 750 (300 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-12.50; Double: 10.00-16.50; Suites: 36.50-41.00. European
No. Mtg. Rms. & Capacity of Largest: 19 (2,000)
No. Banquet Rms. & Capacity of Largest: 19 (1,500)
Group Meal Rates: Breakfast: 1.75; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00 to 450.00
Net Exhibit Space: 10,634 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors of all sizes
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Georgia Hotel

Luckie and Cone Sts. (Phone: JA 5-3501)
Manager: D. L. Flippin
Sales Manager: T. M. Cavender
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.50-8.00; Double: 7.50-9.50; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Bottles only
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Stage: Yes

Henry Grady Hotel (HSMA)

210 Peachtree St. (Phone: JA 4-3211 Teletype AT 102)
Manager: L. O. Moseley
Sales Manager: J. P. (Jim) Hovis
Convention Season: All year
Largest Group Accommodated: 750 (550 rooms, 17 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-14.00; Double: 10.00-16.00; Suites: 20.00-35.00. European
No. Banquet Rms. & Capacity of Largest: 8 (350)
No. Mtg. Rms. & Capacity of Largest: 8 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 300.00
Net Exhibit Space: 7,800 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Portable

AUGUSTA

Railroads: A.C.L.; A. & S.; C. of Ga.; Ga.; C. & W.C.; G. & F.; Southern
Airlines: DAL, EAL

AUDITORIUM

Bell Auditorium

712 Telfair St. (Phone: PA 2-7788-9)

Manager: J. F. Bedingfield
Exhibit Areas: 32,000. Main Arena: 10,800 sq. ft.; Exhibition Hall: 21,200 sq. ft.
Rental Fees: On application
Floor Load: 1,000 lbs. per sq. ft.
Ventilation: Air-conditioned
Ceiling Height: 42 ft. in Arena; Exhibition Hall 10 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft.
Columns: 20 ft. apart Exhibition Hall
Utilities: 600 Amp. current
Loading Facilities: Drive-in ramp
Location Size of Storage Areas: Basement, 25 ft. by 40 ft.
Meeting Rooms: Four
Facilities to Handle Food Functions and Banquet Capacities: Banquet for 1,500
Parking Facilities: Fair
Distance from Business District: Three blocks

Bon Air Hotel (HSMA)

Walton Way & Hickman Rd. Phone: REgent 3-3661)
Manager: Harold R. Norman
Sales Manager: Bill Boswell
Convention Season: All year
Largest Group Accommodated: 750 (350 rooms, 20 suites available)
Air Conditioning: All banquet and meeting rooms, 300 bedrooms
Convention Rates: Single: 5.00-8.00; Double: 7.50-11.00; Suites: 16.00-40.00. European. American on request
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 14,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf, fishing, hunting, ping pong, putting, badminton, swimming

Richmond Hotel

744 Broad St. (Phone: 2-5541)
Manager: Ray Campbell
Sales Manager: Miss Joyce Bryant
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 7 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.25; Double: 7.00-11.00; Suites: 14.00-16.00
No. Mtg. Rms. & Capacity of Largest: 7 (275)
No. Banquet Rms. & Capacity of Largest: 7 (275)
Group Meal Rates: Breakfast: .50 to 1.25; Lunch: .55 to 1.40; Dinner: 1.50 to 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if meal is served
Net Exhibit Space: 4,550 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, podium, blackboard
Stage: Available
Sports Facilities: 3 golf courses

COLUMBUS

Railroads: C. of Ga.; S.A.L.; So. Ry.
Airlines: DAL, EAL, SOU

AUDITORIUM

Columbus Municipal Auditorium

(Phone: FA 3-3636)
Manager: Hubert Stubbs
Exhibit Areas and Square Footage of Each: One—16,000 sq. ft.
Rental Fees and Services Included in Rent: For afternoon performance $125.00 or 10% whichever is the greater. Evening performance $150.00 or 10% whichever is greater.
Ventilation: 14—36" Exhaust fans
Ceiling Height: 55 ft. PA System: Yes
Dimensions, Opening to Exhibit Hall: 171 ft. long, 192 ft. wide
Columns, Locations and Dimensions: None
Current and Utilities Available: 12—110 outlets, 6 telephones & 6 microphone, 12—220 outlets in arena floor
Loading Facilities: Two 12 ft. ramps at rear doors
Locations, Size of Storage Areas: Ample
Parking Facilities: 1,500 cars
Distance from Business District: 8 blocks

Ralston Hotel

12th St. & 2nd Ave. (Phone: FAirfax 2-7331)
Manager: O. L. Betts, Jr.
Resident Manager: Robert E. Goss
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-8.50; Double: 8.00-11.00; Suites: 15.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Wine, beer, champagne
Charges for Mtg. Rms.: 10.00 to 100.00
Charges for Exhibit Areas: 10.00 to 100.00
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, easels, blackboards
Stage: Yes (12 sections, 4'x8')
Sports Facilities: Golf, swimming, tennis, boating, fishing, bowling nearby

MACON

Railroads: C. of Ga.; M.D. & Sav.; Ga. So. & F.; Southern
Airlines: DAL, EAL

Hotel Dempsey

Cherry at Third (Phone: 2-2511)
Manager: W. P. Jackson
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-11.00; Double: 7.00-13.00; Suites: 25.75-33.39
No. Mtg Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.50 up; Lunch: 2.00 up; Dinner: 2.75 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None where meal is served
Audio-Visual Aids: PA system
Stage: Available

ST. SIMONS ISLAND

Railroads: So. to Brunswick; S.A.L. to Thalmann; A.C.L. to Nahunta
Airlines: DAL, EAL

King & Prince Hotel

(Phone: 3411)
Manager: Gadi Timbes
Convention Season: All year, except Mar & Apr.
Largest Group Accommodated: 150 (75 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, 40 bedrooms
Convention Rates: Single: 14.50-18.50; Double: 22.50-28.50; Suites: 34.00-46.00. American
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,533 sq. ft., 3,466 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Shuffleboard, table tennis, cycling, horseback riding, golf, tennis, fishing, private beach & freshwater swimming pool
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

SAVANNAH

Railroads: A.C.L.; C. of Ga.; S.A.L.; Southern; Sav. & A.
Airlines: DAL, EAL, NAL

The De Soto (HSMA)

Liberty & Bull Sts. (Phone: ADams 2-0171)
Manager: Don B. Grady
Sales Manager: Miss Angie Barker
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-14.00; Double: 8.00-15.00; Suites: 15.00-40.00. European
No. Mgt. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (650)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, screen, projectors available in city
Stage: Available
Sports Facilities: Swimming pool

Manger Hotel (HSMA)

See Advertisement, Page 93

Bull & Congress Sts. (Phone: Adams 2-6121; Teletype: SV-4055)
Manager: Harry Weissinger
Sales Manager: Bernard Gleason
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-8.50; Double: 8.50-12.00; Suites: from 18.50
No. Mtg. Rms. & Capacity of Largest: 4 (275)
No. Banquet Rms. & Capacity of Largest: 4 (250)
Group Meal Rates: Breakfast: from 1.00; Lunch: from 1.50; Dinner: from 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: from 10.00
Net Exhibit Space: 6,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

SEA ISLAND

Railroads: So. to Brunswick; S.A.L. to Thalmann; A.C.L. to Nahunta
Airlines: DAL, EAL

The Cloister Hotel (HSMA)

(Phone: 3611)

In SAVANNAH

YOUR GROUP GETS



WHEN YOU MEET AT THE

Manger Hotel

Service plus superb meeting-room facilities insure the success of your meeting at The Manger Hotel. Every detail is handled with care, precision and foresight by an experienced, helpful staff. Completely air-conditioned, with function rooms for 300 persons, with entire floor of sample rooms . . . *and* Manger *service* at every step!

For complete details, contact Harry Weissinger, Manager, The Manger Hotel, 36 Bull St., Savannah, Ga. Telephone: Adams 2-6121, Teletype: SV-4055

GEORGIA

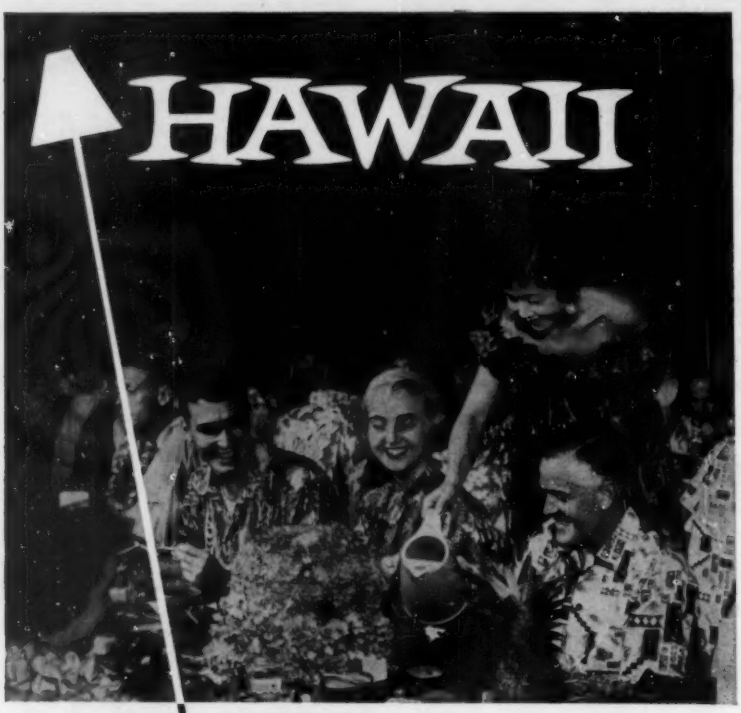
Sea Island continued

Manager: I. A. Harned
Convention Season: Jan., Feb., May 15 to June 15, Sept., Nov., Dec.
Largest Group Accommodated: 175 (90 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: June 1 to Sept. 1—Single: 22.00; Double: 33.00; Suite: 45.00; Sept. 1 to Feb. 1—Single: 24.00; Double: 37.00; Suite: 47.00; Feb. 1 to May 1—Single: 25.00; Double: 41.00; Suite: 55.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 3.00; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: None available
Audio-Visual Aids: PA system, spotlights, tape recorder, 16mm sound projector, blackboards, 35mm slide projector
Sports Facilities: Golf, tennis, cycling, fishing, putting course, croquet, shuffleboard, lawn bowling, horseback riding, skeet shooting pool and ocean swimming
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

HAWAII

HONOLULU

Airlines: Aloha, CPA, NWA, PAA, UAL



MOST EXCITING CONVENTION AREA IN THE WORLD . . . !

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There are convention halls and rooms of rare beauty and efficiency. Exotic food to sample, and no other resort area in America offers such reasonable rates.

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HAWAII VISITORS BUREAU

2051 Kalakaua Ave., Honolulu, Hawaii
618 Wrigley Bldg., Chicago, Illinois
212 Stockton St., San Francisco, California

CONVENTION BUREAU

Hawaii Visitors Bureau

See Advertisement, Page 94

205 Kalakaua Ave.
James Townsend, Managing Director
212 Stockton St.
San Francisco, Cal.
Robert Coyner, Convention Manager

Edgewater Hotel

2168 Kalia Rd. (Phone: 99-6464)
Manager: Jim Kanefler
Sales Manager: Jack Gillett
Convention Season: All year
Largest Group Accommodated: 400 (180 rooms, 12 suites available)
Convention Rates: Single: 6.00; Double: 8.50 to 14.00; Suites: 16.00 to 25.00
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 2.00 to 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Audio-Visual Aids: PA system, spotlights
Stage: Available

Halekulani Hotel

2199 Kalia Rd. (Phone: 9-0934)
Manager: Richard K. Kimball
Sales Manager: Henry Rittmeister
Convention Season: May, June, Sept. to Nov.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: 12.00-14.00; Double: 14.00-16.00; Suites: 20.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 1 (125)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: 16mm sound projector, PA system, spotlights
Stage: Yes (7x15')
Sports Facilities: Watersports, tennis, golf
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

MEETING PLANNERS HANDBOOK

Handy, pocket-size booklet contains reprints of some of the most popular articles on meeting planning that have appeared in *Sales Meetings Magazine*.

32 pages—more than 14 articles

CONTENTS

- What I've Learned from My 11,000 Speaking Engagements
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- Guided Conference: Good Substitute for Skilled Leadership
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- Buzz-Write Workshop Insures Participation
- A Conference Is a Contest—Do You Win Or Lose?
- If It's Worth Saying It's Worth Reporting
- How Bankers Become Good Speakers
- 43 Ways to Excite Interest in Your Meeting Objectives
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Send 50 cents in coin to:

Readers' Service Dept.
SALES MEETINGS Magazine
1212 Chestnut St., Phila. 7, Pa.

Hawaiian Village Hotel

See Advertisement, Page 56

2005 Kalia Road (Phone: 994321; Telegraph: Hawaii Kai)
Manager: James E. Durham
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 18 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 14.00-23.00; Double: 16.00-25.00; Suites 35.00-135.00, European
No. Mtg. Rms. & Capacity of Largest: 14 (2,000)
No. Banquet Rms. & Capacity of Largest: 11 (2,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.25
Charges for Mtg. Rms.: None if meals included or hotel is designated convention headquarters
Charges for Exhibit Areas: Same as for mtg. rms.
Liquor: Served in hotel
Net Exhibit Space: 17,000 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes
Sports Facilities: Five swimming pools, water skiing, surfboarding, outriggers, canoes, catamaran sailing, skin diving, volley ball, paddle tennis, shuffleboard

Moana Surfrider Hotel

See Advertisement, Page 95

Waikiki Beach (Phone: 939-811; Telegraph: Moana Hotel)
Manager: H. C. Donnelly
Sales Manager: George N. Lemmon
Convention Season: All year
Largest Group Accommodated: 806 (400 rooms available)
Convention Rates: Single: 10.00-22.00; Double: 14.00-26.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rate: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Net Exhibit Space: 1,152 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, blackboards, screens, 16mm projector
Stage: Available
Sports Facilities: Swimming, surfing, canoeing, catamaran rides, golf, horseback riding, water skiing, tennis

Princess Kaiulani Hotel

See Advertisement, Page 95

Waikiki Beach (Phone: 938-411; Telegraph: Sheraton Hotels
Manager: J. Filoni
Sales Manager: George Lemmon
Convention Season: All year
Largest rGoup Accommodated: 547 (300 rooms)
Convention Rates: Single: 10.00-17.00; Double: 14.00-21.00
No. Mtg. Rms. & Capacity of Largest: 4 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (650)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Convention Rates: Single: 8.00 to 12.00; Double: 10.00 to 18.00; Suites: 24.00 to 35.00, European
Liquor: Served in hotel
Net Exhibit Space: 9,480 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, blackboards, screens
Stage: Available
Sports Facilities: Swimming pool, tennis, horseback riding, diving, surfing, canoeing, catamaran riding, golf

Reef Hotel

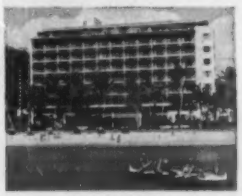
2169 Kalia Road (Phone: 99-6464; Telegraph Reefhonolulu)
Manager: Roy C. Kelley
Sales Manager: Jack Gillett
Convention Season: All months except Feb., March, July, August
Largest Group Accommodated: 423 (150 rooms, 12 suites available)
Air Conditioning: Banquet rooms
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 8 (800)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 35.00 per booth
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: All water sports, golf, tennis

SHERATON

OFFERS YOU THE LURE OF HAWAII FOR YOUR NEXT CONVENTION



THE ROYAL HAWAIIAN



THE MOANA



THE PRINCESS KAIULANI



THE SURFRIDER

Now Sheraton, the convention expert, is ready to serve you in Hawaii. This means you gain the advantage of a location that's tops in visitor appeal plus Sheraton's 20 years of experience in handling conventions of every size and description. Most important, you can choose from four of the world's most luxurious hotels — *all on the beach at Waikiki:*

The Royal Hawaiian — 7 function rooms seating from 25 to 1200. 350 guest rooms.

The Princess Kaiulani — 4 rooms and terrace seating from 25 to 450. 300 guest rooms.

The Moana — Convention room and open-air Banyan Court seating from 200 to 1000. 250 guest rooms.

The Surfrider — 2 rooms seating 30 to 100. 150 guest rooms.

Note: Groups meeting at any of these 4 hotels can make use of the adjacent, air-conditioned Meeting House that seats 1,000 or 5 smaller groups.

MR. LLOYD B. CARSWELL, *General Manager*

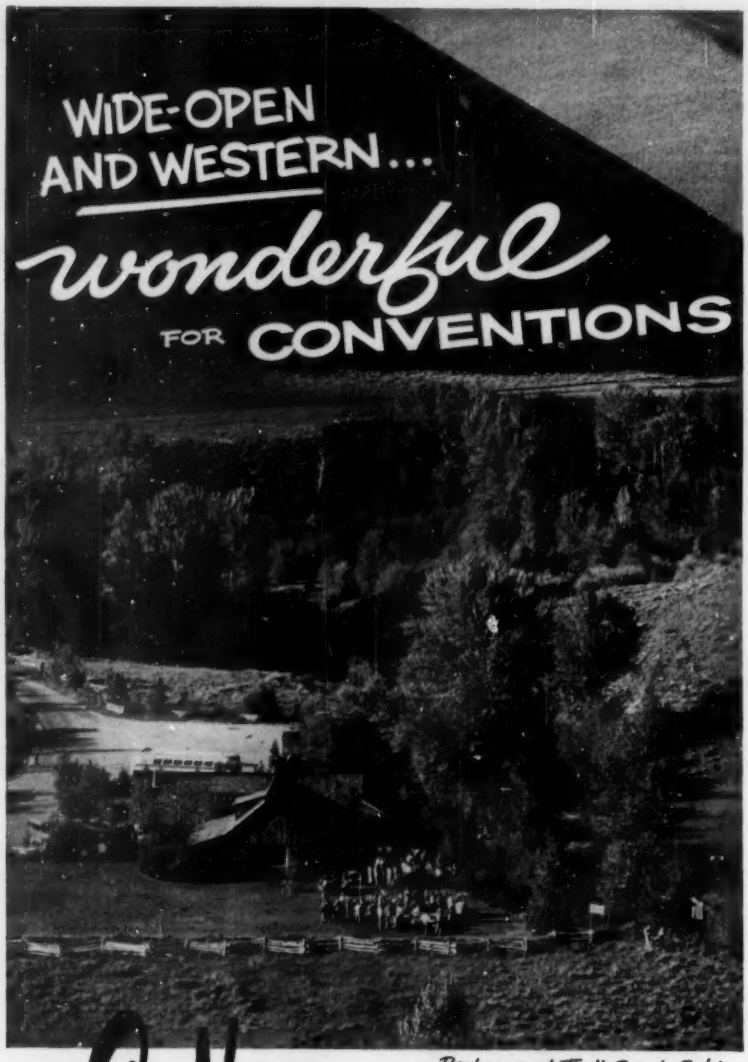
For full information, contact Robert Chandler, Sales Manager, 2978 Wilshire Boulevard, Los Angeles, California.

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Barbecue at Trail Creek Cabin

Sun Valley
IDAHO

MEETING ROOMS

	Max. Capacity
OPERA HOUSE	500
DUCHIN ROOM	100
SLALOM ROOM	100
Numerous smaller rooms	20 to 50

BANQUET ROOMS

	Max. Capacity
LODGE DINING ROOM	350
CONTINENTAL	600

RATES
AMERICAN PLAN

LODGE	INN	
$18	$16	per person, two in a room
$21	$19	per person, single room

(European Plan rates on request)

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Here's the place where business is a pleasure, thanks to the tonic effect of the mountainside setting ... excellent hotel accommodations ... superb food and service ... and the many pleasurable ways you can spend your free time. Golf, fishing, swimming, tennis, riding, bowling, trapshooting and ski-lift riding tell part of the story.

• • • •

For the complete picture let us send you our convention folder. Address Mr. Winston McCrea, Mgr., Sun Valley, Idaho (or phone Sun Valley 3311) or Union Pacific Railroad, Room 2639, Omaha 2, Nebraska.

Owned and operated by UNION PACIFIC RAILROAD

HAWAII
Honolulu continued

Royal Hawaiian Hotel
See Advertisement, Page 95

Waikiki Beach (Phone: 90511; Telegraph: Sheraton Hotels
Manager: Frank L. Swadley
Sales Manager: George N. Lemmon
Convention Season: All year
Largest Group Accommodated: 697 (350 rooms, 36 suites available)
Convention Rates: Single: 17.00-32.00; Double: 22.00-37.00; Suite: 20.00-98.00. European
No. Mtg. Rms. & Capacity of Largest 3 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: Vary
Net Exhibit Space: 2,448 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes
Sports Facilities: Tennis, swimming, surfing, canoeing, catamaran riding, golf, volleyball

Waikiki Biltmore Hotel
2424 Kalakaua Ave. (Phone: 935711; Telegraph: Biltmore)
Manager: John D. Mace
Convention Season: All year
Largest Group Accommodated: 500 (246 rooms, 3 suites available)
Convention Rates: Single: 10.00; Double: 13.00; Suites: 50.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: .90; Lunch: from 1.25; Dinner: from 1.85
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meal served
Charges for Exhibit Areas: 15.00 to 25.00
Net Exhibit Space: 1,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, bowling, surf board riding, outrigger canoe riding, catamaran rides

IDAHO

BOISE

Railroads: U.P. Sys.
Airlines: UAL, WCA

Hotel Boise
See Advertisement, Page 56

8th & Bannock (Phone: 2-5511)
Manager: John Mangini
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 4 suites
Air Conditioning: 6 banquet and meeting rooms, 100 bedrooms
Convention Rates: Single: 6.50-10.00; Double: 9.00-15.00; Suites: 17.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Net Exhibit Space: 3,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screen, projectors on rental basis
Stage: Yes
Sports Facilities: Golf, skiing, swimming, fishing

Owyhee Hotel & Motor Inn
See Advertisement, Page 56

1109 Main St. (Phone: 3-4611)
Manager: Basil Miaullis
Sales Manager: Jack Hyder
Convention Season: All year
Largest Group Accommodated: 160 (75 rooms, 4 suites available)

Air Conditioning: 103 bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50-12.00; Double: 7.50-15.00; Suites: 18.00-28.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 5
Group Meal Rates: Breakfast: 1.50; Lunch: 1.65; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 3,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easel, screens
Stage: Available
Sports Facilities: Sinking, fishing, hunting, golf, trap shooting, swimming

POCATELLO

Bannock

105 S. Arthur (Phone: CEdar 3-1260)
Manager: Raymond A. Dodge, Jr.
Sales Manager: Jack Hyder
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms, 6 suites available)
Air Conditioning: 25% bedrooms, banquet halls
Convention Rates: Single: 5.50 to 7.50; Double: 7.25 to 10.00; Suites: up to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms.: 6
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00
Charges for Exhibit Areas: 10.00 average
Net Exhibit Space: 3,500 sq. ft. all on one floor included in meeting room space
Audio-Visual Aids: PA system, spotlights, screens. Rentals available
Stage: Yes (6 ft. by 30 ft.)

SUN VALLEY

Railroads: U.P. Sys.
Airlines: UAL, WCA (served through Twin Falls)

Sun Valley Lodge & The Challenger Inn (HSMA)

See Advertisement, Page 96

(Phone: 3311)
Manager: Winston McCrea
Sales Manager: Adolph Roubicek
Convention Season: Apr. 15-June 30, after Labor Day to Oct. 15
Largest Group Accommodated: 500 (292 rooms, 4 suites available)
Convention Rates: Single: 21.00; Double: 18.00 per person; Inn: 19.00 single, 16.00 per person double, American
No. Mtg. Rms. & Capacity of Largest: 8 (479)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Comes with American plan rate
Net Exhibit Space: 1,700 sq. ft.
Audio-Visual Aids: PA system, spotlight, 16mm, 35mm and 3¼ x 4 projectors
Stage: Available
Sports Facilities: Golf, ice skating, horseback riding, bowling, tennis, trap and skeet shooting
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

ILLINOIS

CHICAGO

Railroads: G.M. & O.; Santa Fe; Balt. & Ohio; Burl.; Chi. & E. Ill.; C. & N.W.; Chi. & W. Ind.; Chi. Gt. W.; Chi., Ind. & Louisv.; C.M. St. P. & P.; Erie; Grank Tk.; Ill. Cent.; Mich. Cent.; N.Y. Chi. & St. L.; Penna.; Wab.; C. & I.W.; B. of C.; C. & O.; C.A. & El.; C.J.; Ch. S. Sh. & So. B.; C.N.S. & M.; C.R. & I.; I.N.; M. Jn.; B. & O. C. T.; C.C.C. & St. L.; N.Y.C.; C.R.I. & P.; Ind Harbor Belt; Soo Line
Airlines: AAL, BNF, CAP, CAL, Chicago 'copter, DAL, EAL, LCA, NOR, NWA, OZA, TCA, TWA, UAL

CONVENTION BUREAU
Chicago Convention Bureau
134 N. LaSalle St. (2)
Chester A. Wilkins, Executive Director

AUDITORIUMS

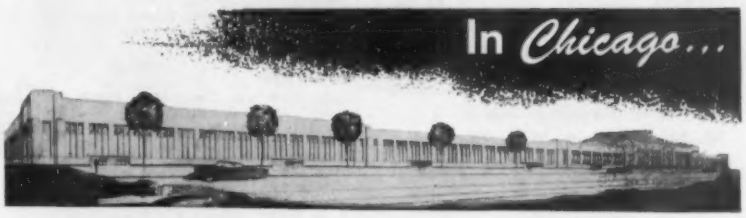
Chicago Exposition Center

208 South LaSalle St. (Phone: CEntral 6-6037)
Manager: Ed Lee
Exhibit Areas: 300,000 sq. ft.
Rental Fees: 50 cents per net sq. ft. Includes crate storage, general cleaning, perimeter guard service, general lighting, heat, air-conditioning
Floor Load: 400 lbs. per sq. ft.
Ventilation: Air-conditioned
Ceiling Height: 30 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 18 ft. by 20 ft.
No. of Elevators and Capacities: All facilities on ground level
Columns, Location and Dimensions: 210 ft. clear span
Current and Utilities Available: 110, 220, 440 AC or DC, gas, water, drainage, steam, compressed air
Loading Facilities: Railroad siding, 13 truck doors, 90 ft. of docks
Location, Size of Storage Areas: 200,000 sq. ft., lower level
Number of Meeting Rooms and Capacities: 16 (5,000)
Facilities to Handle Food Functions: Can handle banquet for 5,000
Parking Facilities: 7,500 cars
Distance from Business District: 2.5 miles

International Amphitheatre

See Advertisement, Page 97

41st and S. Halsted Sts. (YArds 7-5580)
Manager: Merton E. Thayer
Exhibit Areas: 585,000 sq. ft.



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International Kennel Club Dog Show
International Dairy Show and Rodeo
National Metal Exposition
International Heating and Air-Conditioning Exposition
Republican and Democratic National Conventions
National Packaging Exposition
Materials Handling Exposition
National Machine Tool Builders' Show
Road Builders' Show
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Direct Inquiries to
Mr. Robert Foss, General Manager

International Amphitheatre
42nd and Halsted • Chicago 9, Illinois

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LA SALLE AT MADISON
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- ★ Convenient to railroad terminals
- ★ Located in the center of downtown Chicago
- ★ Gracious, modern atmosphere, plus traditional LaSalle hospitality

write for new brochure showing room charts, floor plans and full details

Allan Stubbins, General Manager — M. P. Mathewson, Vice President, Sales

ILLINOIS
Chicago continued

Rental Fees and Services: On application
Floor Load: First floor, unlimited; second, 180 lbs. per sq. ft.
Ventilation: Natural and forced air; Arena and side halls air conditioned
Ceiling Height: 14 ft. 23 ft., 87 ft., 20 ft., 27 ft.
P. A. System: In main Arena and adjoining six halls
Dimensions, Opening to Exhibit Hall: 14 ft. high by 16 ft. wide
Elevators and Capacities: Two, 8,000 lbs.
Columns: 2 ft. diameter: 25.5 ft. by 26 ft. and 26 ft. by 52 ft., 40 ft. by 60 ft.
Utilities: Gas, water, drainage, steam, AC—any capacity
Loading Facilities: Railroad siding in building, ample truck doors
Meeting Rooms and Capacities: Ten 15 to 500; Arena, 13,500
Banquet Capacity: 8,000
Parking Facilities: 7,500 cars
Distance from Business District: Three and a half miles

Navy Pier

Lake Front and Grand Ave. (RAndolph 6-8000, Ext. 2274)
Manager: John J. Manley, Port Manager
Exhibit Areas: 350,000 sq. ft.
Rental Fees and Services: On application
Floor Load: 100 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 24 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 14.5 ft. by 19 ft.
Columns: None
Utilities: Electricity, gas, water
Loading Facilities: 16 loading doors
Storage Areas: 50,000 sq. ft.
Meeting Rooms and Capacities: 300 to 2,500
Parking Facilities: Several thousand cars
Distance from Business District: 1.5 miles

Chicago Coliseum

1513 S. Wabash Ave. (WAbash 2-5862)
President-Mgr.: Fred M. Morelli
Exhibit Areas: 92,000 sq. ft., main floor; 21,700 sq. ft., balcony
Rental Fees and Services: On application
Floor Load: 150 lbs. to unlimited
Ventilation: Natural and artificial
Ceiling Height: 16 ft. to 90 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. by 12 ft.; 16 ft. by 18 ft.
Utilities: AC current, any capacity; gas, water; drainage
Loading Facilities: Direct
Storage Areas: Ample
Meeting Rooms and Capacities: Coliseum, 9,000; North Hall, 4,000; Ballroom, 1,000
Facilities for Food Functions and Banquet Capacity:
Parking Facilities: Good
Distance from Business District: One mile

8th Street Theatre

Operated by Conrad Hilton Hotels
741 S. Wabash Ave. (Phone: WEbster 9-3434)
Manager: Louis Liss
Exhibit Areas: 1,380 sq. ft. in foyer
Floor Load: 140 lbs. per sq. ft.
Ventilation: Air-conditioned
Ceiling Height: 30 ft.
Utilities: Unlimited AC and DC, water, steam, drainage. **PA System:** Yes
Loading Facilities: Receiving door on stage
Storage Areas: Limited
Seating Capacity: 1,300
Parking Facilities: Available
Distance from Business District: Three blocks

Prudential Building Auditorium

130 East Randolph Drive (1) (Phone: WHitehall 3-2800, Ext. 243)
torium Proper, 7,099 sq. ft.; Foyer, 1,773 sq. ft.
Manager: M. J. Sylvester
Exhibit Areas and Square Footage of Each: Audi- plus stage
Floor Load: 100 lbs per sq. ft.
Ventilation: Air conditioned
Ceiling Height: Auditorium, 21' 9"; Foyer, 9'
PA System: Yes
Dimensions, Opening to Exhibit Hall: 8' x 10'
Columns, Location and Dimensions: Six, 3 on each side of auditorium, 6 ft. from wall
Current and Utilities Available: 110, 220V, limited water
Loading Facilities: Street level entrance
Facilities for Food Functions: Banquet for 500 persons
Distance from Business District: Inside business area

Ambassador Hotels (HSMA)

See Advertisement, Page 99

N. State & Goethe Sts. (Phone: Superior 7-7200)
Manager: Max Blouet
Sales Manager: Phyllis Royce
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 50 suites available
Air Conditioning: Entire hotel
Convention Rates: Single: 15.00-25.00; Double: 19.00-30.00; Suites: 32.50-100.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Group Meal Rates: Breakfast: from 3.00; Lunch: 3.50; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Portable
Sports Facilities: Swimming at Lake Michigan 2 blocks
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Bismarck Hotel

See Advertisement, Page 98

171 W. Randolph St. (Phone: CEntral 6-0123; Telegraph: CG 1487)
Manager: William B. Horstman
Sales Manager: Pauline J. Brown
Convention Season: All year
Largest Group Accommodated: 750 (350 rooms, 26 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.50-30.00; Double: 15.50-30.00; Suites: 32.00-125.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (400)
No. Banquet Rms. & Capacity of Largest: 14 (400)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.25; Dinner: 4.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary



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(150 or less)
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PAULINE BROWN, Sales Mgr.

Chicago's Most Exclusive Hotel...



Now offers complete facilities for business meetings

New Guildhall Ballroom
Wide Range of Function Rooms
Latest Equipment

The Hotels Ambassador now offer red-carpet treatment plus the most extensive facilities available, for your next business meeting. With a complete array of rooms, starring the magnificent new Guildhall Ballroom, accommodations are available for luncheon and dinner functions seating 6 to 600. Why not combine the finest in location, service, prestige *and facilities* (see listing) when you hold your next function. Let the Hotels Ambassador give your meeting an entirely new look, a new feeling of success at Chicago's very best address!

• All the very latest lighting and special-effects equipment • exhibition facilities • closed circuit television • visual aids and projection facilities • completely air-conditioned • comfortable seating throughout • parking by doorman service • Dictograph service available without charge •

Choose Your Function Room at the Hotels Ambassador

	Dinner Capacity	Reception Capacity	Meeting Capacity
GUILDHALL	600	1800	900
FOUR GEORGES	300	700	400
GEORGE I	150	300	200
GEORGE II & GEORGE III	150	300	150
THE CIRCUS	25	40	35
GAINSBOROUGH ROOM	25	40	30
CHIPPENDALE ROOM	90	150	120
THE BATH	50	75	65
SARAH SIDDONS WALK	200	250	250
JOSHUA REYNOLDS	125	200	100

For full information contact Catering or Sales Departments

HOTELS *Ambassador*

Home of the Fabulous Pump Room

NORTH STATE AT GOETHE • CHICAGO • ILLINOIS • SUperior 7-7200

SURPRISE IN CHICAGO

You should know these surprising facts about Chicago's incomparable Drake Hotel before you schedule your next meeting—large or small...



1. While The Drake is one of America's most distinguished hostelries, it doesn't cost one cent more than other leading hotels to headquarter your meeting here.

2. The Drake is "alive." Meetings go like clockwork and everyone enjoys the warm, hospitable service in a setting of luxuriant comfort.

The Drake HOTEL

Now $8,000,000 *new!* No hotel in the midwest can match The Drake for unsurpassed convenience, location, facilities. 4 major meeting rooms accommodating up to 800, plus 16 committee rooms for functions of 12 to 300. 700 guest rooms. 100% air conditioned. May we tell you more? Phone or write for brochure.

LAKE SHORE DRIVE AND UPPER MICHIGAN AVENUE
SUPERIOR 7-2200 TELETYPE NO. CG1586

G. E. R. FLYNN, Vice President—Sales
H. B. RICHARDSON, Convention Manager



TWA puts wings on convention planning



Centrally located, Chicago is ideal for conventions! And TWA offers you the ideal way to fly there. With the superb TWA BOEING 707, fastest Jetliner in the U.S., and magnificent Skyliners, TWA serves 70 U.S. cities.

TWA offers every assistance, from selecting the site to round-trip transportation. TWA's Convention Bureau specialists help you to find the facilities best suited to make your meeting an outstanding success... accommodations for groups of any size . . . relaxing recreation.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office now. Or write: Herb Lynn, Convention Sales Manager, TWA, 380 Madison Avenue, New York 17, New York.

FLY THE FINEST... FLY TWA USA • EUROPE • AFRICA • ASIA

ILLINOIS

Chicago continued

Net Exhibit Space: 2,268 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights. Projectors available on a rental basis
Stage: Yes

The Conrad Hilton Hotel (HSMA)

See Advertisement, Page 33

Balbo & Michigan Ave. (Phone: Wabash: 2-4400)
Manager: Robert F. Quain
Sales Manager: MacLellan E. King
Convention Season: All year
Largest Group Accommodated: 3,000 (1,800 rooms, 125 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: from 7.00; Double: from 12.50; Suites: from 23.00
No. Mtg. Rms. & Capacity of Largest: 27 (3,008)
No. Banquet Rms. & Capacity of Largest: 8 (1,606)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 1,000
Net Exhibit Space: 42,000 sq. ft. on one floor
Audio-Visual Aids: All types including closed-circuit TV, PA system, spotlights
Stage: Available

The Drake (HSMA)

See Advertisement, Page 100

140 E. Walton (Phone: Superior 7-2200)
Manager: L. E. Schoenbrunn
Sales Manager: G. E. R. Flynn
Convention Season: All year
Largest Group Accommodated: 800 (300 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-16.00; Double: 13.50-22.00; Suites: 28.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 19 (800)
No. Banquet Rms. & Capacity of Largest: 4 (750)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.50; Dinner: 6.00 (plus tax & 13% fee)
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: 50.00-60.00 per day
Net Exhibit Space: 5,650 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Hotel Representative: Howard F. Dugan Associates (see pg. 29)

SHERATON

the proudest name in HOTELS





IN CHICAGO – TWO FAMED SHERATON HOTELS

THE SHERATON TOWERS: Magnificent Grand Ballroom accommodates 1600 for meetings, 1200 for banquets. Direct hoist to ballroom can handle large displays and exhibits. Other function rooms for from 50-500 people. There are 450 bedrooms — all high above the city noise. 600 room addition to be completed in early 1961. Beautiful 13th floor swimming pool.

Thomas J. McDonald, *Sales Manager* — Michael T. McGarry, *General Manager*

THE SHERATON-BLACKSTONE: One of the world's most celebrated hotels — famed for political and business conventions. Old World elegance — combined with complete convention facilities. 400 bedrooms and suites.

Douglas M. Boone, *General Manager* — Richard W. Davis, *Sales Manager*

EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	**SOUTH**	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	**HAWAII**
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU
PITTSBURGH	BINGHAMTON, N.Y.	INDIANAPOLIS	NEW ORLEANS	**CANADA**
BALTIMORE	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	**WEST COAST**	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

Edgewater Beach Hotel (HSMA)

5349 Sheridan Road (Phone: LOngbeach 1-6000)
Manager: Edward L. Buckley
V.P.-Sales: Harold J. LaFrenere
Convention Season: All year
Largest Group Accommodated: 1,000 (550 rooms, 125 suites available)
Air Conditioning: Banquet and meeting rooms, 50% bedrooms
Convention Rates: Single: 7.00-19.00; Double: 10.00-24.00; Suites: 20.00-45.00. Slightly higher rates from June to Aug.
No. Mtg. Rms. & Capacity of Largest: 28 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 105.00 for 24 hours
Net Exhibit Space: 32,000 sq. ft. on one floor, some separate area
Audio-Visual Aids: PA system, spotlights, all types and sizes of projectors
Stage: Available
Sports Facilities: Swimming, golf, tennis, shuffleboard boating horseback riding
Hotel Representative: Howard F. Dugan Associates (see pg. 29)

Executive House

71 E. Wacker Drive (Phone: Financial 6-7100; Telegraph: CG 1171)
Manager: A. M. Quarles
Sales Manager: William C. Murray
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms, 40 suites available)
Air Conditioning: Bedrooms, banquet halls, meeting rooms
Convention Rates: Single: 14.00-21.00; Double: 18.00-25.00; Suites: 30.00-47.50. European
No. Mtg. Rms. & Capacity of Largest: 8 (200)
No. Banquet Rms. & Capacity of Largest: 8 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, 8mm & 16mm projectors

LaSalle Hotel (HSMA)

See Advertisement, Page 98

10 N. LaSalle St. (Phone: FRanklin 2-0700)
Manager: Allan Stubbins
V.P.-Sales: M. P. Mathewson
Convention Season: All year
Largest Group Accommodated: 1,100 (700 rooms, 35 suites available)
Air Conditioning: Entire hotel by early 1960
Convention Rates: Single: 7.50-15.50; Double: 11.00-19.00; Twins: 15.00-20.00; Suites: 17.50-85.00
No. Mtg. Rms. & Capacity of Largest: 17 (1,000)
No. Banquet Rms & Capacity of Largest: 17 (650)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: According to food functions
Net Exhibit Space: 15,000 sq. ft., including 10,000 sq. ft. on one floor
Audio-Visual Aids: Many types, PA system, spotlights
Stage: Available

Morrison Hotel (HSMA)

79 W. Madison St. (Phone: FR-29600)
Manager: John B. Grande

Convention Season: All year
Largest Group Accommodated: 400 (250 rooms,

Manager: Robert M. Foss
Convention Season: All year

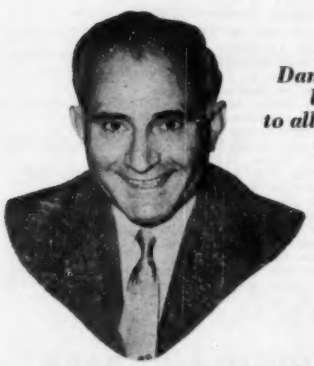


PUT ALL YOUR EXHIBITS ON 1 FLOOR

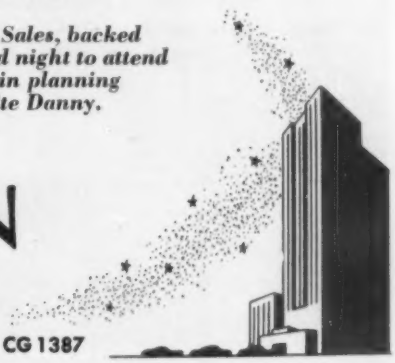
The Sherman has *added* 10,000 square feet to its already large convention exhibit space. The total is now 50,000 square feet . . . all on one floor and all air-conditioned. No time lost racing around town . . . no stair climbing . . . no crowding into elevators. But single-floor convenience isn't all. The Sherman also offers 27 air-conditioned meeting rooms accommodating 10 to 2,000, plus exceptional banquet facilities for functions of any size.

PUT ALL YOUR PEOPLE UNDER 1 ROOF

- 1,501 redecorated rooms, all air-conditioned.
- Radio in every room—TV in many.
- World-famous restaurants: The Porterhouse, offering wonderful steaks—Well of the Sea, seafood flown fresh daily from the principal rivers, lakes, and oceans of the world. And for exceptional food at considerate prices, the smart Celtic Grill and Cocktail Corner are long-time favorites of Chicagoans and visitors. The Coffee Shop and the Snack Bar provide excellent meals quickly.
- The Sherman is in the heart of Chicago's shopping, theater, and financial district.
- Drive-right-in convenience—the only hotel in Chicago with on-premise garage facilities. No waiting for busy doormen when you arrive . . . no waiting for delivery when you leave.



Danny Amico, Vice President and Director of Sales, backed by highly qualified staff, is on hand day and night to attend to all your convention requirements. For help in planning your next convention, phone, wire or write Danny.



THE SHERMAN

Chicago's Most Convenient Hotel
COMPLETELY AIR-CONDITIONED

Randolph, Clark and LaSalle Streets • Telephone: FRanklin 2-2100 • Teletype: CG 1387

ILLINOIS

Chicago continued

Sales Manager: Gerald G. Sanderson
Convention Season: All year
Largest Group Accommodated: 5,000 (1,600 rooms, 200 suites available)
Air Conditioning: Banquet and meeting rooms, 1,200 bedrooms
Convention Rates: Single: 7.50-13.00; Double: 10.50-17.00; Twins: 14.50-24.00; Suites: 30.00-65.00
No. Mtg. Rms. & Capacity of Largest: 35 (2,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; (1,500)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 100,000 sq. ft.; 21,000 sq. ft. on one floor
Audio-Visual Aids: PA system spotlights screens
Stage: 30 ft. x 60 ft.

Hotel North Park (HSMA)

1931 Lincoln Park West (Phone: MOhawk 4-3200)
Manager: Herbert Kruger
Sales Manager: Clyde Olson
Convention Season: All year
Largest Group Accommodated: 250 (75 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 8.00-10.00; Double: 10.50-14.00; Suites: 15.50-45.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Net Exhibit Space: 3,240 sq. ft. on one floor
Audio-Visual Aids: PA system, screens
Sports Facilities: Swimming & horseback riding

Palmer House (HSMA)

See Advertisement, Page 33

State & Monroe (Phone: Randolph 6-7500)
Manager: Vernon Herndon
Sales Manager: A. W. Le Faivre
Convention Season: All year
Largest Group Accommodated: 3,200 (1,500 rooms, 80 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-22.50; Double: 14.50-27.50; Suites: from 29.50. European
No. Mtg. Rms. & Capacity of Largest: 25 (1,500)
No. Banquet Rms. & Capacity of Largest: 25 (1,500)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Nominal
Charges for Exhibit Areas: Nominal
Net Exhibit Space: 21,600 sq. ft. on one floor
Audio-Visual Aids: All types available, PA system, spotlights
Stage: Available

Pick-Congress Hotel (HSMA)

520 S. Michigan Ave. (Phone: HArrison 7-3800)
Manager: William J. Burns
Sales Manager: Robert Lesman
Convention Season: All year
Largest Group Accommodated: 1,100 (500 rooms, 70 suites available)
Air Conditioning: Banquet halls, 85% bedrooms
Convention Rates: Single: 8.00-12.00; Double: 12.00-18.00; Suites: from 22.00. European
No. Mtg. Rms. & Capacity of Largest: 30 (1,000)
No. Banquet Rms.: 4
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor. Separate area
Audio-Visual Aids: Movie screen projectors, PA system, spotlights
Stage: Yes

St. Clair Hotel

162 E. Ohio St. (Phone: Superior 7-4660)
Manager: Malcolm James
Sales Manager: David J. Gardner
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 100 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 6.50-12.00; Double: 10.00-17.50; Suites: 17.50 up
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if banquets are held
Net Exhibit Space. 6,000 sq. ft. on one floor
Audio-Visual Aids: Many types available, PA system, spotlight
Stage: Available

Sheraton Towers Hotel (HSMA)

See Advertisement, Page 102

505 N. Michigan (Phone: Whitehall 4-4100)
Manager: Michael T. McGary
Sales Manager: Tom McDonald
Convention Season: All year
Largest Group Accommodated: 2,000 (1,000 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.25-16.00; Double: 14.25-20.00; Suites: 17.75-85.00. European
No. Mtg. Rms. & Capacity of Largest: 25 (1,450)
No. Banquet Rms. & Capacity of Largest: 25 (1,200)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.25; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charge for Exhibit Areas: 25.00 per booth
Net Exhibit Space: 24,000 sq. ft. on two floors
Audio-Visual Aids: All types available, PA system, spotlights
Stage: Available (10'x30')

Sheraton-Blackstone Hotel (HSMA)

See Advertisement, Page 102

636 So. Michigan Ave. (Phone: HA 7-4300)
Gen. Mgr. Douglas M. Boone
Sales Manager: Richard W. Davis
Convention Season: All year
Largest Group Accommodated: 250 (115 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.50-16.00; Double: 16.00-23.00; Suites: 26.00-90.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Aseas: Vary
Net Exhibit Space: 2,420 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, projectors on rental basis
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hotel Sherman (HSMA)

See Advertisement, Page 103

Clark & Randolph Sts. (Phone: FRanklin 2-2100; Telegraph: CG1387)
Manager: Eugene E. Barrett
Sales Manager: Daniel Amico
Convention Season: All year
Largest Group Accommodated: 3,000 (1,501 rooms, 80 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.45-15.95; Double: 11.45-19.95; Suites: 28.50-73.00. European
No. Mtg. Rms. & Capacity of Largest: 27 (2,000)
No. Banquet Rms. & Capacity of Largest: 27 (2,000)
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibiting Areas: Variable
Net Exhibit Space: 40,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Available
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

Stockyard Inn

See Advertisement, Page 97

4178 South Halsted St. (Phone: YArds 7-5580)
Manager: Robert M. Foss
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms, 8 suites available)
Air Conditioning: 10 banquet and meeting rooms, 20 bedrooms
Convention Rates: Single: 3.00; Double: 5.00; Suites: 15.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 16 (800)
No. Banquet Rms. & Capacity of Largest: 16 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food and beverages served
Charges for Exhibit Areas: Vary
Net Exhibit Space: 18,040 sq. ft. on one floor. Separate area
Audio-Visual Aids: PA system, spotlights
Stage: Will build

DECATUR

Railroads: B. & O.; I.T. El.; Penna.; Wab.; Ill. Cent.
Airlines: OZA

Boss Orlando Hotel (HSMA)

Water & Wood Sts. (Phone: 4331)
Manager: Peter E. Van Kleek
Sales Manager: Eric Winkler
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 5.50-7.00; Double: 7.50-9.50; Twins: 11.00 & 12.00; Suites: 22.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: None if food is served
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, tennis, boating

EVANSTON

Railroads: C.M. St. P. & P.; C. & N.W.; C.N.S. & M.
Airlines: Served through Chicago

North Shore Hotel (HSMA)

1611 Chicago Ave. (Phone: UN 4-6400)
Manager: John Poulos, Jr.
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms, 8 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 7.00-9.00; Double: 10.00-12.00; Suites: 20.00
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00 to 175.00
Charges for Exhibit Rms.: 10.00-250.00
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available

Orrington Hotel (HSMA)

Orington Ave. & Church St. (Phone: University 4-8700; Telegraph: 1830)
V-P & Gen. Manager: Palmer Jones
Manager: W. H. Kurts
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-12.00; Double: 10.00-15.00; Suites: 22.00-42.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (125)
No. Banquet Rms. & Capacity of Largest: 7 (125)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor; Not served in hotel
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 3,240 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboard, movie screens
Sports Facilities: Golf, riding, swimming

HIGHLAND PARK

Railroads: C. & N.W.; C. No. Sh. & M.
Airlines: Served through Chicago

Hotel Moraine-on-the-Lake (HSMA)

2501 North Sheridan Road (Phone: IDlewood 2-4444)

Manager: Larry Boyle
Sales Manager: Betty Green
Convention Season: All year
Largest Group Accommodated: 350 (180 rooms, 35 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: April to Nov.—Single: 10.00; Double: 15.00; Suites: 15.00-25.00. Dec. to March —Single: 7.50; Double: 11.50; Suites: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (400)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projection screens
Stage: Available
Sports Facilities: Private pool, golf, fishing, horseback riding
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Villa Moderne Motor Hotel

See Advertisement, Page 105

(Opening May, 1959)
Manager: Pat Miller
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 22 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.50-22.00; Double: 14.50-24.50; Suites: 35.00-51.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,000 sq. ft. including 3,300 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm sound slide projector, screens, slide equipment available
Stage: Yes
Sports Facilities: Indoor and outdoor swimming pool, ice skating rink, bowling

LA SALLE

Railroads: C.R.I.&P.; C.B.&Q., Ill Cent., La.S.& B. Co.

Kaskaskia Hotel

217 Marquette St. (Phone: CA 3-1200
Manager: Wm. F. Hahne
Convention Season: All year
Largest Group Accommodated: 150 (60 rooms, 5 suites available)
Air Conditioning: Banquet and meeting rooms, 40 bedrooms
Convention Rates: Single: 5.00-8.00; Double: 8.00-10.00; Suites: 15.00-18.00
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (320)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served in hotel
Charges for Exhibit Areas: 20.00 to 40.00
Net Exhibit Space: 1,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: 2 golf courses 5 miles away

MOLINE

Railroads: R.R., Burl., C.M.St.P.&P., C.R.I.&P., Dav., R.I., N.W.
Airlines: OZA, UAL

Le Claire Hotel

421 19th St. (Phone: 4-4371)
Manager: James T. Devaney
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms, 18 suites available)
Air Conditioning: Banquet and meeting rooms, 125 bedrooms
Convention Rates: Single: 6.00-10.00; Double: 8.00-14.00; Suites: 15.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (550)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00-150.00
Charges for Exhibit Areas: 25.00-150.00
Net Exhibit Space: 4,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens, projectors on rental basis
Stage: Yes (15'x20')
Sports Facilities: Bowling alleys, swimming pool

PEORIA

Railroads: Burl.; G.M. & O.; N.Y.C.; Ill. Cent.; M. & St. L.; C. & N.W.; P. & P.U.; T.P. & W.; C. & I.M.; C.R.I. & P.; N.Y.C. & St. L.; Penne.; P.T.; Ill. Term.
Airlines: AAL, OZA, TWA

AUDITORIUM

Shrine Mosque

207 N.E. Monroe St. (Phone: 3-1497)
Manager: Leonard B. Potter
Exhibit Areas: Auditorium lobby: 1,555 sq. ft.; Basement floor, dining room, lobby: 1,370 sq. ft.
Rental Fees and Services: Auditorium, $250 with 1 electrician; Dining room, $200. Extra charges for PA system, spotlights, projectors, and other equipment
Ventilation: Fan blowers
PA System: Yes
Elevators and Capacities: 1 freight, 2,000 lbs.
Loading Facilities: Front and rear of building
Storage Areas: Adjacent to stage and dining room and in annex
Meeting Rooms and Capacities: 3 rooms, up to 300. Auditorium has 1,828 permanent seats
Facilities for Food Functions: Banquet for 1,050
Parking Facilities: Lots nearby
Distance from Business District: One block

Hotel Jefferson

239 S. Jefferson St. (Phone: 4-1151)
Manager: H. J. Smith
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)



One jump ahead . . . in tailoring the finest meeting rooms in the Midwest for sales meetings, conventions, exhibits . . . the Villa Moderne is planned with your business sessions in mind. Closed circuit TV, portable stages, finest in sound and lighting equipment. Easily accessible to Chicago . . . all transportation. Recreational facilities include heated indoor pool, solarium, outdoor ice skating and bowling. Continental cuisine in the Fountain Room restaurant and Highland Fling cocktail lounge. Every type of accommodation from single rooms to executive suites.


SKOKIE ROOM FITS ANY TYPE EXHIBIT


SUMMIT ROOM FOR TOP-LEVEL MEETINGS

Free parking for 500 cars . . . heliport for busy executives. Send for details and brochure to: Pat Miller, General Manager, P. O. Box 567, Highland Park, Illinois.

THE VILLA MODERNE MOTOR HOTEL

Edens Expressway at Lake-Cook Road • Highland Park, Illinois

ILLINOIS

Peoria continued

Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 5.00; Double: 7.00; Suites: 12.00-18.00
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, movie screens, easels

Hotel Pere Marquette

501 Main St. (Phone: 4-2121; Teletype: PE-8567)
Manager: Ferdinand P. Sperl
Sales Manager: Joseph Lannas
Convention Season: All year
Largest Group Accommodated: 800 (350 rooms, 38 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.75-10.00; Double: 8.00-16.00; Suites: 23.00-34.50. European
No. Mtg. Rms. & Capacity of Largest: 9 (750)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,786 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screen, rostrum, closed-circuit TV. Projectors can be rented
Stage: Yes
Sports Facilities: Swimming pool adjacent

QUINCY

Railroads: Burl
Airlines: OZA

Hotel Lincoln-Douglas

101 N. Fourth (Phone: Baldwin 2-5600)
Manager: Irwin S. Chesen
Convention Season: All year
Largest Group Accommodated: 400 (156 rooms, 4 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 5.00-12.00; Double: 7.00-14.50; Suites: 19.25-27.50
No. Mtg. Rms. & Capacity of Largest: 6
No. Banquet Rms. & Capacity of Largest: 6
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rooms: 7.50-50.00
Net Exhibit Space: 600 sq. ft. plus 3,750 sq. ft. ballroom
Audio-Visual Aids: PA system, spotlights
Stage: Yes (3x6x) in three sections, all carpeted)

ROCKFORD

Railroads: C.B. & Q.; C.M. St. P. & P.; Ill. Cent.; C. & N.W.
Airlines: NCA, OZA

Hotel Faust

630 E. States St. (Phone: 2-3731)
Manager: A. Dufeuhorst
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 7.50-9.00; Double: 11.50-16.00; Suites: 18.00-45.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 9.00-200.00
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 40 ft. x 20 ft.
Sports Facilities: Bowling in hotel

Hotel Lafayette

411 Mulberry (Phone: 45651; Telegraph: TWX RK-8625)
Manager: Donald Elisha
Convent on Season: All year
Largest Group Accommodated: 160 (100 rooms, 2 suites available)
Air Conditioning: All banquet and meeting rooms, some bedrooms
Convention Rates: Single: 4.50-7.50; Double: 7.25-10.75; Suites: 18.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (250)

Group Meal Rates: Breakfast: 1.50; Lunch: 1.65; Dinner: 2.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, 16mm projector, blackboards, screens
Stage: Available

SPRINGFIELD

Railroads: B. & O.; G.M. & O.; Ill. Cent.; Wab.; C. & I.M.; Ill. Term.; S.T.
Airlines: AAL, OZA

Hotel Abraham Lincoln

416 E. Capitol (Phone: 7511)
Manager: Rudolf W. Frank
Sales Manager: Miss F. Patterson
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, 60% of bedrooms
Convention Rates: Single: 7.50-10.00; Double: 9.50-15.00; Suites: 22.50-37.50. European
No. Mtg. Rms. & Capacity of Largest: 11 (600)
No. Banquet Rms. & Capacity of Largest: 11 (600)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 1.50 per foot booth space
Net Exhibit Space: 3,290 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis, screens
Stage: Available
Sports Facilities: Golf, swimming (few blocks)

Hotel Leland (HSMA)

(Phone: 4-5431; Telegraph: TWX-Si 70775)
Manager: James P. Bolinger
Sales Manager: Tresse Smith
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 14 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00; Double: 11.00-15.00; Suites: 20.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available
Sports Facilities: Golf nearby

Hotel St. Nicholas

4th & Jefferson Sts. (Phone: 7811)
Manager: O. P. Greathouse
Sales Manager: Paul R. Warren
Convention Season: All year
Largest Group Accommodated: 350 (125 rooms, 13 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-10.00; Double: 9.50-13.00; Suites: 20.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (900)
No. Banquet Rms. & Capacity of Largest: 8 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food served
Net Exhibit Space: 8,184 sq. ft. on two levels
Audio-Visual Aids: Movie screens, easels, blackboards, PA system, spotlights
Stage: 12' by 24'
Sports Facilities: Golf, bowling, swimming

INDIANA

EVANSVILLE

Railroads: C. & E.I.; N.Y.C.; Ev. S. & N.; Ill. Cent.; L. & N.; So.
Airlines: DAL, EAL

Hotel McCurdy

1st & Locust Sts. (Phone: HA 5-6121)
Manager: R. W. Bushaw
Convention Season: All year
Largest Group Accommodated: 600 (285 rooms, 7 suites available)
Air Conditioning: 85% bedrooms, banquet halls
Convention Rates: Single: 6.00-10.00; Double: 7.50-15.00; Suites: 18.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms. & Capacity of Largest: 7 (550)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends on size of convention
Net Exhibit Space: 13,000 sq. ft. (8,000 sq. ft. on one floor)
Audio-Visual Aids: PA system, spotlights, blackboard, movie screen & projector
Stage: Yes
Sports Facilities: Golf, tennis, swimming, fishing, riding, boating

Hotel Vendome

24 N. W. 3rd St. (Phone: 5-7251)

President: Norman F. Scholz
Vice President: Frederick J. Scholz
Convention Season: All year
Largest Group Accommodated: 900 (300 rooms and 25 suites available)
Convention Rates: Single: from 4.75; Double. from 6.50; Twins: from 10.00; Suites: from 16.75
No. Mtg. Rms. & Capacity of Largest: 7 (380)
No. Banquet Rms. & Capacity of Largest: 7 (380)
Rates for Meals: Breakfast: from .40; Lunch: from .75; Dinner: from 1.35
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 300 bedrooms
Charges for Banquet & Mtg. Rms.: 10.00 to 75.00
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 60 ft. long

FORT WAYNE

Railroads: N.Y.C.; N.Y.C. & St. L.; Penn.; Wab.
Airlines: DAL, UAL, TWA

Convention Bureau

Convention Bureau
220 E. Jefferson St.
Wallace J. Oberlender, Exec. Dir.

AUDITORIUM

Allen County Memorial Coliseum

4000 Parnell Ave. (Phone: T 1102)

Manager: Don Myers
Exhibit Areas: Exhibition Hall, 50,000 sq. ft.: Arena, 25,000 sq. ft.
Rental Fees and Services: Rental depends on event
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 14 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. high
Elevators and Capacities: One, 20,000 lbs.
Columns: 24-in. columns on 27-ft. centers
Utilities: Electricity, gas, water
Loading Facilities: Good
Storage Areas: 400 sq. ft. in exhibition area
Meeting Rooms and Capacities: Three rooms, 200 each
Facilities for Food Functions and Banquet Capacity: Caterers can serve 2,000
Parking Facilities: 3,200 cars
Distance from Business District: Two and a half miles

Hotel Van Orman (HSMA)

128 West Berry St. (Phone: Anthony 6121)

Manager: Robert L. Thames
Convention Season: All year
Largest Group Accommodated: 600 (175 rooms, 8 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Singles 5.50-8.50; Double: 7.00-10.50; Suites: 14.00-22.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food is served
Charges for Exhibit Areas: Various rates, depending on size

Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf at country club

FRENCH LICK

Railroads: Monon; B. & O.
Airlines: Served through Louisville

French Lick-Sheraton (HSMA)

See Advertisement, Page 107

(Phone: WE 5-9381, Tel. French Lick 471)
Gen. Mgr.: Orvis R. Connolly
Sales Manager: John Nolan
Convention Season: All year
Largest Group Accommodated: 950 (500 rooms, 34 suites available)
Air Conditioning: 500 bedrooms, banquet and meeting rooms
Convention Rates: Single: 22.00-30.00; Double: 34.00-45.00; Suites: 25.00-30.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,100)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Varies
Net Exhibit Space: 3,200 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 35mm, 16mm and slide projectors
Stage: Yes (18'x24')
Sports Facilities: Golf, skeet and trap, swimming horseback riding, tennis, croquet badminton, shuffleboard
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

GARY

Railroads: B. & O.; N.Y.C.; Penna.; M.C.; Wabash; Ch. So. Sh. & S.B. El.
Airline: Chicago 'copter

Hotel Gary (HSMA)

578 Broadway (Phone: Turner 5-7521)
Manager: Clark H. Jones
Convention Season: All year
Largest Group Accommodated: 500 (150 rooms, 4 suites available)
Air Conditioning: 60 bedrooms, banquet and meeting rooms
Convention Rates: Single: 7.00-10.50; Double: 9.50 to 13.50; Suites: 15.00 to 18.50. European
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Group Meal Rates: Breakfast: 1.35 up; Lunch: 2.00 up; Dinner: 3.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up, depending on type of function
Charges for Exhibit Areas: 10.00 up, depending on type of function
Net Exhibit Space: 3,600 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

INDIANAPOLIS

Railroads: N.Y.C.; Penna.; Erie; Ill. C.; I.U.; N.Y.C. & St. L.; B. & O.; Chi. Ind. & Lv.
Airlines: AAL, DAL, EAL, LCA, OZA, TWA

CONVENTION BUREAU

Indianapolis Convention & Visitors Bureau, Inc.
1201 Roosevelt Bldg. (4)
Joseph J. Cripe, Secretary-Manager

AUDITORIUM

Indiana Coliseum

State Fairgrounds (Phone: WAlnut 3-1545)
General Manager: Melvin T. Ross
Exhibit Area: Main Arena 24,300 sq. ft.
Rental Fees and Services Included in Rent: $1,500 includes heat, light, doormen and maintenance
Floor Load: Unlimited
Ventilation: Fan system
Ceiling Height: 125 ft. **PA System:** Yes
Dimensions, Opening to Exhibit Hall: Four ramps, 20 ft. wide
Columns, Locations and Dimensions: None
Current and Utilities Available: 110, 220V, water, heat and light
Loading facilities: Two electric truck doors
Locations, Size of Storage Areas: Unlimited space in adjacent building
No. Mtg. Rms. & Capacity of Largest: 2 (50 each)
Parking Facilities: Unlimited distance from business district: 38 blocks

Claypool Hotel

14 N. Illinois (Phone: Melrose 5-8471)
Manager: W. Bryan Karr
Catering Manager: C. E. Ehlers
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-9.00; Double: 10.50-20.00; Suites: 13.50-75.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,200)
No. Banquet Rms. & Capacity of Largest: 12 (1,200)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50 (Plus 10% gratuity)
Liquor: Served in hotel
Charges for Mtg. Rms.: None when dinners & luncheons are scheduled
Charges for Exhibit Areas: 15.00 up (per day)
Net Exhibit Space: 2,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available

Parking Facilities: Unlimited
Distance from Business District: 38 blocks

The Marott Hotel (HSMA)

N. Meridian St. & Fall Creek Blvd. (Phone: WA 6-4571)
Manager: Palmer Suddaby
Convention Season: All year

SHERATON



HAPPY CAPTIVE AUDIENCES GUARANTEED. Here you'll find no "city" distractions to interfere with meetings . . . plenty of resort facilities for off hours. Special features: convention hall and dining rooms each seating 1,000; meeting rooms for from 25 to 400 persons; 2 swimming pools; tennis court; two 18-hole golf courses; skeet and trap plus various indoor and outdoor games; air-conditioning throughout; ladies' and men's mineral baths.

600 rooms

John Nolan, Sales Manager

EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	**SOUTH**	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	**HAWAII**
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU
PITTSBURGH	BINGHAMTON, N. Y.	INDIANAPOLIS	NEW ORLEANS	**CANADA**
BALTIMORE	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	**WEST COAST**	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

INDIANA

Indianapolis continued

Largest Group Accommodated: 1,000 (500 rooms available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 12 (450)
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, closed-circuit TV

Severin Hotel

201 S. Illinois (Phone: ME 5-6471)
Manager: L. O. Doty
Sales Manager: Frank Tracey
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 18 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50-12.00; Double: 7.50-17.00; Suites: 17.00-27.00. European
No. Mtg. Rms. & Capacity of Largest: 20 (800)
No. Banquet Rms. & Capacity of Largest: 20 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (18'x32')

Sheraton-Lincoln Hotel (HSMA)

See Advertisement, Page 11

Washington and Illinois Sts. (Phone Melrose 4-1361)
Manager: P. E. Rupprecht
Sales Manager: Ken Borton
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 12 suites available)
Air Conditioning: 280 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 6.50-11.50; Double: 9.85-16.00; Suites: 20.85-35.20. European
No. Mtg. Rms. & Capacity of Largest: 15 (500)
No. Banquet Rms. & Capacity of Largest: 11 (350)
Group Meal Rates: Breakfast: 1.50 up; Lunch: 2.00 up; Dinner: 3.00 up
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Net Exhibit Space: 2,886 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed circuit TV, blackboards, screens
Stage: Yes (4 sections, 8'x11'4")

Hotel Washington (HSMA)

32 E. Washington St. (Phone: Melrose 2-2541)
Manager: Fred Jay
Sales Manager: Fred Jay
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms, 6 suites available)
Air Conditioning: Majority of bedrooms, all banquet and meeting rooms
Convention Rates: Single: 5.50-10.00; Double: 7.50-15.00; Suites: 16.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 5 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None, if headquarters
Charges for Exhibit Areas: None, if headquarters
Net Exhibit Space: 2,973 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

MUNCIE

Railroads: N.Y.C.; C. & O.; M. & W.; N.Y.C. & St. L.; Penna.
Airlines: LCA

Hotel Roberts

(Phone: 8861)
Manager: E. L. Carpenter
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms, 5 suites available)
Air Conditioning: 60 bedrooms, banquet and meeting rooms
Convention Rates: Single: 4.50-9.00; Double: 6.50-12.00. European

No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-25.00
Charges for Exhibit Areas: 10.00-25.00
Net Exhibit Space: 6,400 sq. ft.
Audio-Visual Aids: PA system
Stage: Available

SOUTH BEND

Railroads: N.Y.C.; Ch. So.; Sh. & S.B. El.; N.J.I. & I.; Penna.; Gr. Tk.
Airlines: LCA, NOR, TWA, UAL

La Salle Hotel

237 N. Michigan (Phone: 3-1181)
Manager: Leonard Mennucci
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms available)
Air Conditioning: 2 banquet and meeting rooms
Convention Rates: Single: 5.50 up; Double: 8.00 up
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (175)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 15.00-75.00
Audio-Visual Aids: PA system
Stage: Available

Hotel Pick-Oliver

105 N. Main St. (Phone: Central 3-7171)
Manager: Wm. C. Devereaux
Convention Season: All year
Largest Group Accommodated: 350 (175 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-9.25; Double: 7.00-11.75; Suites: 25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 7,806 sq. ft., part separate area
Audio-Visual Aids: PA systems, spotlights
Stage: Available

TERRE HAUTE

Railroads: C. & E. Ill.; N.Y.C.; C.M. St. P. & P.; Penna.
Airlines: LCA, TWA

Hotel Deming

600 Cherry St. (Phone: Crawford 5021)
Manager: Demas Waterman
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.25-6.25; Double: 6.25-7.25; Twins: 8.00-10.00; Suites: 10.00-12.00
No. Mtg. Rms. & Capacity of Largest: 7 (350)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, bowling

Terre Haute House

700 Wabash Ave. (Phone: Crawford 3341)
Manager: C. M. Ellis
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 8.00-12.00; Suites: 20.00-42.00
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Group Meal Rates: Breakfast: .55-1.50; Lunch: .90-1.50; Dinner: 1.90-2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 5,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight
Stage: Available
Sports Facilities: Golf

IOWA

CEDAR RAPIDS

Railroads: C.M. St. P. & P.; C.R.I. & P.; Ill. Cent.; C. & N.W.; W.C.F. & N.; C.R. I.C.
Airlines: OZA, ULA

AUDITORIUM

Memorial Coliseum

May's Island (Phone: 2-6511)
Manager: Barney McPartland
Exhibit Areas: Auditorium, 11,000 sq. ft.; Armory 7,000 sq. ft.; Dining Rooms, 2,500 sq. ft.
Rental Fees and Services: Rental varies; includes janitor service, heat, light and available equipment
Floor load: Unlimited
Ventilation: Blower
Ceiling Height: Auditorium, 50 ft.; Armory, 15 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 9 ft.
Columns: 10 under balcony
Utilities: 110-220V current
Loading Facilities: Ramp and loading platform
Storage Areas: Limited
Meeting Rooms: Three, partitioned by folding doors
Facilities for Food Functions and Banquet Capacity: Dining room, 400; Armory, 800
Parking Facilities: Street only
Distance from Business District: In center city

Roosevelt Hotel (HSMA)

200 First Ave. NE (Phone: Empire 4-4111, Teletype CR-77)
Manager: J. C. Kennedy
Sales Manager: Curt M. Walker
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.50; Double: 9.50-14.00; Suites: 17.50-35.00. European

SHERATON
- MONTROSE HOTEL
IN CEDAR RAPIDS, IOWA

Outstanding convention facilities. Bedrooms and all public rooms 100% air-conditioned. Ten soundproof function rooms plus ballroom seating 500 for meetings. Free parking. 350 rooms.
CHARLES J. GUSTIN
General Manager



the welcome is wonderful at
SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST
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BOSTON, ALBANY
WASHINGTON, ROCHESTER
PITTSBURGH, BUFFALO
BALTIMORE, SYRACUSE
PHILADELPHIA, BINGHAMTON, N. Y.
PROVIDENCE

MIDWEST
CHICAGO, INDIANAPOLIS
DETROIT, FRENCH LICK, Ind.
CLEVELAND, Ohio, RAPID CITY, S. D.
CINCINNATI, SIOUX CITY, Iowa
ST. LOUIS, SIOUX FALLS, S. D.
OMAHA, CEDAR RAPIDS, Iowa
AKRON

SOUTH
LOUISVILLE, NEW ORLEANS
DALLAS, MOBILE

WEST COAST
SAN FRANCISCO, PASADENA
LOS ANGELES, PORTLAND, Oregon

HAWAII
HONOLULU

CANADA
MONTREAL, NIAGARA FALLS, Ont.
TORONTO, HAMILTON, Ont.

No. Mtg. Rms. & Capacity of Largest: 16 (1,200)
No. Banquet Rms. & Capacity of Largest: 16 (1,200)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.75; Dinner: 2.00
Liquor: Can be served but not sold
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,500 sq. ft.
Audio-Visual Aids: PA system, spotlights, 8mm, 16mm and 35mm projectors, screen
Stage: Available
Sports Facilities: Golf, boating

Sheraton-Montrose Hotel (HSMA)

See Advertisement, Page 108

3rd St. at 3rd Ave. (Phone: EM 4-9111)
Manager: Chas. J. Gustin
Sales Manager: Marvin L. Tacker
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00; Double: 10.00-14.00; Suites: 20.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Your own
Charges for Mtg. Rms.: No charge
Charges for Exhibit Areas: Very
Net Exhibit Space: 3,800 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available

CLINTON

Railroads: C.B. & Q.; C.M.St.P. & P.; C.R.I. & P.; C. & N.W.; D.R.I. & N.W.
Airlines: Ozark

Hotel Lafayette

See Advertisement, Page 14

6th Ave., So. & 2nd St. (Phone: CH 2-6161)
Manager: W. H. Osburn
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms available)
Air Conditioning: Banquet room, some bedrooms
Convention Rates: Single: 4.75 to 5.75; Double: 7.25 to 8.25; Twins: 9.00 to 9.50
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (330)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 1.75
Liquor: Beer only
Charges for Mtg. Rms.: 5.00 to 50.00
Charges for Exhibit Areas: 5.00 to 50.00
Net Exhibit Space: 2,400 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes

COUNCIL BLUFFS

Railroads: Burl.; C.Gt.W.; C.M.St.P. & P.; C.R.I. & P.; Ill Cent.; C. & N.W.; U.P.; Wab.
Airlines: Served through Omaha

Hotel Chieftain

See Advertisement, Page 14

First & Pearl Sts. (Phone: 7701)
Manager: Clifford H. Powell
Convention Season: All year
Largest Group Accommodated: 200 (175 rooms, 6 suites available)
Air Conditioning: 50 bedrooms, 4 banquet halls
Convetion Rates: Single: 4.00-7.00; Double: 6.50-10.00; Suite: 12.00. European
No. Mtg. Rms.: 10 (475)
No. Banquet Rms.: 10 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00-50.00
Audio-Visual Aids: PA system, spotlights, screen
Stage: Yes (16 sections, 2'x8')

DAVENPORT

Railroads: C.B. & Q.; C.M. St. P. & P.; C.R.I. & P.; D.R.I. & N.W.
Airlines: OZA, UAL

CONVENTION BUREAU

Convention Bureau
P. O. Box 868
Curtis M. Walker, Mgr.

Hotel Blackhawk (HSMA)

3rd & Perry Sts. (Phone: 3-2711)
Manager: Earl R. Ackerman
Sales Manager: C. A. Zoller
Convention Season: All year
Largest Group Accommodated: 600 (285 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-12.00; Double: 7.50-15.00; Suites: 18.50-30.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: from 10.00
Charges for Exhibit Areas: from 10.00
Audio-Visual Aids: PA system, spotlights, screens, blackboards, easels
Stage: Available
Sports Facilities: Boating, swimming pools, golf, bowling

DES MOINES

Railroads: Burl.; C. Gt. W.; C.M. St. P. & P.; C.R.I. & P.; D.M. & C.I.; D.M.U.; D.M.W.; F.D.D.M. & S.; M. & St. L.; C. & N.W.; Wab.
Airlines: BNF, OZA, UAL

CONVENTION BUREAU

Des Moines Convention Bureau
500 Equitable Bldg.
John Besanceney, Executive Secretary

AUDITORIUM

Veterans Memorial Auditorium

See Advertisement, Page 109

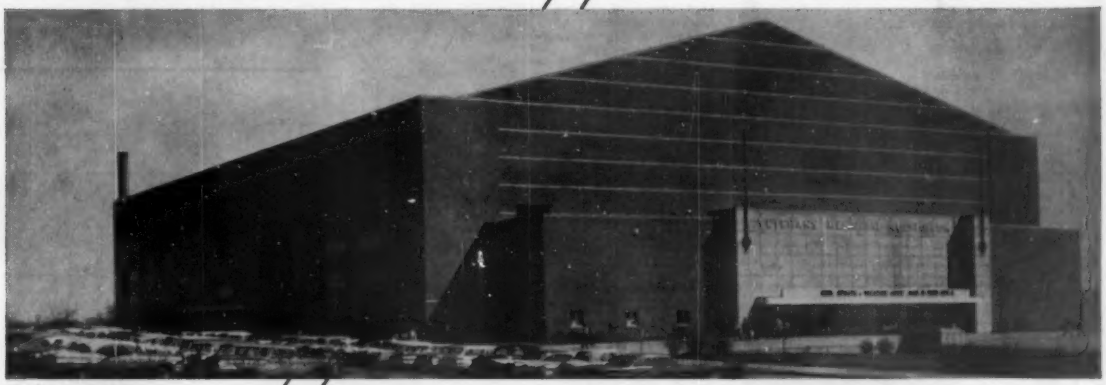
833 Fifth Ave. (Phone: CHerry 4-2135)
Manager: Horace S. Strong

VETERANS MEMORIAL AUDITORIUM

DES MOINES

Seating: 15,000 (Perm., 7,222; Portable, 7,778).
Floor: 300 x 156. Arena Floor, 46,300 sq. ft.
Exhibit Floor: 50,000 sq. ft. Stage: 40 x 60, Portable.

. . . will draw the big crowds in Iowa!



METROPOLITAN AREA POPULATION . . . 250,000

SALES MEETINGS
CONVENTIONS • EXPOSITIONS
ICE SHOWS • AUTO SHOWS
BASKETBALL • SPORTS SHOWS

For reservations, information write
H. S. STRONG, MGR.
Veteran's Memorial Auditorium
833 Fifth Avenue
Des Moines, Iowa

IOWA

Des Moines continued

Exhibit Areas: 96,300 sq. ft.; Exhibit Hall, 50,000 sq. ft. Arena, 46,300 sq. ft.
Rental Fees and Services: Arena, $600 per day; Exhibit Hall, $425 per day; heat and light included.
Floor Load: 400 lbs. per sq. ft.
Ventilation: Cooled air
Ceiling Height: Arena, 86 ft., Exhibit Hall, 13.5 ft.
PA System: Altec
Dimensions, Opening to Exhibit Hall: Arena: 12' wide x 10' 6" high; Exhibit Hall 12' x 12'
Elevators and Capacities: One, 10 tons with 7 ft. high door opening
Columns: Exhibit Hall, 27 ft. centers, east and west; 21 ft. centers, north and south
Utilities: Electricity, water, gas, sewer and air
Loading Facilities: Drive-in facilities
Storage Areas: 50 ft. by 150 ft. by 20 ft. high on ground floor
Meeting Rooms and Capacities: Nine; (two—80; one—125; two—75; one—750; one—250 and two dressing rooms—150)
Facilities for Food Functions: Banquet for 3,000
Parking Facilities: Lot on grounds for 1,050 cars
Distance from Business District: 4 blocks

Fort Des Moines (HSMA)

See Advertisement, Page 110

10th & Walnut (Phone: CH 3-1161)
Gen. Manager: Joseph E. Whalen
Sales Manager: Robert W. Stanley
Convention Season: All year
Largest Group Accommodated: 650 (300 rooms, 18 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 6.50-12.00; Double: 10.00-16.00; Suites: 25.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
Liquor: Not sold, but will serve guest's liquor
Charges for Mtg. Rms.: 15.00 to 200.00
Net Exhibit Space: 3,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Kirkwood

4th & Walnut Sts. (Phone: CH-49191)
Manager: Jack J. Calhoun
Sales Manager: Wm. "Bill" Thompson
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.75-9.00; Double 8.50-12.00; Suites: 16.00-25.00
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 8 (275)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Available at State liquor stores
Charges for Mtg. Rms.: .30 per chair
Charges for Exhibit Areas: .10 per sq. ft.
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, projectors of all sizes
Stage: Available
Sports Facilities: Golf, tennis, swimming, boating

Hotel Savery

See Advertisement, Page 110

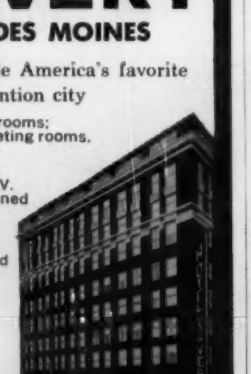
4th & Locust (Phone: Cherry 4-2151; Teletype: DM49)
Manager: Paul E. Lefton
Sales Manager: Russell Rogers
Convention Season: All year
Largest Group Accommodated: 1,000 (300 roms, 20 suites available)
Air Conditioning: All banquet and meeting rooms, 200 bedrooms
Convention Rates: Single: 6.00-16.00; Double: 8.50-16.00; Suites: 17.50-30.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 10 (620)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Available at State liquor store; hotel will set up bar
Charges for Mtg. Rms.: 7.50 to 175.00
Net Exhibit Space: 7,915 sq. ft. on one floor. One meeting room (included in total) connects with exhibit hall
Audio-Visual Aids: PA system, spotlights, screen, projectors on rental basis, wired for closed-circuit TV
Stage: Available
Sports Facilities: Golf and swimming nearby

Now Iowa's largest and finest . . . and close to the auditorium!

HOTEL SAVERY
IN DES MOINES

. . . Middle America's favorite convention city

- 3 large ballrooms; 7 other meeting rooms.
- 425 guest rooms; free radio and TV. Air conditioned rooms available.
- Fine food, experienced catering service.
- Closed-circuit TV.
- Plenty of adjacent parking.
- 2 blocks to Veterans Auditorium.



You'll feel at home at the SAVERY . . . a friendly BOSS hotel

PAUL E. LEFTON
General Manager

MARSHALLTOWN

Railroads: C. &. N.W.; C. Gt. W.; M. & St. L.

Hotel Tallcorn

See Advertisement, Page 14

2nd Avenue & Main St. (Phone: 6611)
Manager: J. M. Griffin
Convention Season: All year
Largest Group Accommodated: 180 (90 rooms, 3 suites available)
Air Conditioning: Yes
Convention Rates: Single: 5.00-6.50; Double: 8.00-10.50; Suites: 10.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 3
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.00
Liquor: No
Charges for Mtg. Rms.: 5.00-10.00
Net Exhibit Space: 3,648 sq. ft.
Audio-Visual Aids: Spotlights
Stage: Yes

SIOUX CITY

Railroads: C.M. St. P. & P.; Ill. Cent.; Gt. Nor.; C. & N.W.; Burl.; S.C. Ter.
Airlines: BNF, NOR, OZA

AUDITORIUM

Sioux City Municipal Auditorium

Gordon Drive (Phone 5-8044)
Manager: Robert D. Hinchman
Exhibit Areas: Exposition Hall, 15,840 sq. ft.
Rental Fees and Services: Fees include no service
Floor Load: Unlimited **Ventilation:** Air conditioned
Ceiling Height: 12 ft. **PA System:** Available
Dimensions, Opening to Exhibit Hall: 8 ft. by 9 ft.
Elevators and Capacities: One freight
Columns: 10, 4 ft. by 14 in. (to house folding doors to divide hall)
Utilities: 110, 220, 440 current; water, gas, drainage
Loading Facilities: Two fork trucks; railroad siding 100 ft. from building
Meeting Rooms and Capacities: Six rooms seat from 25 to 1,000
Facilities for Food Functions and Banquet Capacity: 1,000 persons
Parking Facilities: Free lot, 1,000 cars
Distance from Business District: Two blocks

Sheraton-Martin Hotel (HSMA)

See Advertisement, Page 111

4th & Pierce (Phone: 8-7561)
Gen. Manager: John B. York
Sales Manager: Ivan Mundy
Convention Season: All year
Largest Group Accommodated: 600 (200 rooms, 5 suites available)
Air Conditioning: Banquet and meeting rooms, 167 bedrooms
Convention Rates: Single: 5.50-10.85; Double: 7.50-12.35; Suites: 15.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None to conventions
Charges for Exhibit Areas: None to conventions
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

KANSAS

One Of The Main Reasons Why Des Moines Hosted Nearly 500 Conventions Last Year...

HOTEL FORT DES MOINES

Des Moines' central location and complete facilities . . . combined with our outstanding accommodations . . . assure you of a successful business convention or sales meeting. Iowa's leading and prestige hotel offers you . . .

- 425 attractive modern guest rooms
- Air-conditioned rooms and suites available
- Accommodations for groups from 10 to 1,000
- Free TV and radio—closed circuit TV
- Unlimited parking space in conjunction



Telephone CHerry 3-1161 • Teletype: DM 87
ROBERT W. STANLEY, Sales and Convention Manager
JOSEPH E. WHALEN, General Manager

Another Friendly BOSS Hotel

KANSAS CITY

Railroads: Union Pac.; Mo. Pac.; S.F.; C. Gt. W.; C.R.I. & P.; K.C.K.V.; K.C.S.; K. & M.R.
Airlines: BNF, CEN, CAL, DAL, FAL, OZA, TWA, UAL

The Town House

7th and State (Phone: FI-2-7500 Teletype KCK 1010)
Manager: A. L. Law
Sales Manager: George Marstall
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-12.00; Double: 10.00-13.00; Twins: 11.00-16.00; Suites: 23.00 up. European
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 5 (750)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: 12 ft. x 18 ft.

TOPEKA

Railroads: Santa Fe; C.R.I. & P.; U.P.; Mo. P.
Airlines: CAL, CEN

AUDITORIUM

Municipal Auditorium

8th & Quincy (Phone: FLanders 7-4873)
Manager: Dean E. Yingling
Exhibit Areas: 19,000 sq. ft.
Rental Fees: $150-275 per day
Ventilation: Air conditioned
Ceiling Height: 45 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 9 ft. by 12 ft.
Elevators: One
Columns: 30 in Exhibition Hall
Utilities: Handle 400 Amps. current
Loading Facilities: Ramp and stage door
Meeting Rooms and Capacities: Main Arena, 4,200; Assembly Room, 400; three rooms, 150 each; six rooms, 50 each
Facilities for Food Functions and Banquet Capacities: Excellent kitchen can serve 1,500
Parking Facilities: Street parking
Distance from Business District: One block

Hotel Jayhawk

7th and Jackson Sts. (Phone: 3-4111)
Manager: Harry F. Lose
Convention Season: All year
Largest Group Accommodated: 400 (300 rooms, 11 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50-6.50; Double: 6.50-10.00; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 10 (400)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Group Meal Rates: Breakfast: 1.25 to 2.00; Lunch: 1.50 up; Dinner: 2.00 up
Liquor: Not sold in hotel, but will serve private parties
Charges for Mtg. Rms.: 5.00 to 75.00 per day (not including night)
Charges for Exhibit Areas: 5.00 to 75.00 per day
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Public golf course

Pick Kansan Hotel

9th and Kansas Aves. (Phone: CE-4-6611)
Manager: Al E. Lohoff
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms, 8 suites available)
Air Conditioning: 125 bedrooms, 6 banquet rooms
Convention Rates: Single: 4.75-9.50; Double: 7.25-12.00; Suites: 9.50-35.00
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.25
Liquor: Not served
Charges for Mtg. Rms.: 7.50-75.00
Charges for Exhibit Areas: 7.50-75.00 per exhibit
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

WICHITA

Railroads: Santa Fe; C.R.I. & P.; M.V.; Frisco; Mo. Pac.
Airlines: BNF, CEN, CAL, OZA, TWA

AUDITORIUM

Municipal Forum Building

221 S. Water (Phone: Amherst 2-1127)
Manager: C. A. Johnson
Exhibit Areas: 104,888 sq. ft.; Garage, 33,000 sq. ft.; Lower Annex, 18,724 sq. ft.; Upper Annex, 23,000 sq. ft.; Rose Room, 19,164 sq. ft.; Arena, 11,000 sq. ft.
Rental Fees and Services: Depends on event
Ventilation: Fans
Ceiling Height: Garage, lower annex and Rose Room, 18 ft.; Upper annex 14 ft.; Forum arena 46.5 ft.
PA System: In Arcadia and Arena
Dimensions, Opening to Exhibit Hall: Largest door, 15 ft. high by 12 ft.
Columns: None in Upper Annex; Garage and Lower Annex, spaced 18.5 ft. by 20 ft.; 16 in Rose Room
Utilities: 110 and 220 current
Loading Facilities: Street
Meeting Rooms and Capacities: Forum Arena, 3,940; Arcadia Theatre, 1,931
Facilities for Food Functions and Banquet Capacity: Concessionaire; caterers can handle banquet up to 1,000
Parking Facilities: Private parking lots
Distance from Business District: In Business District

Hotel Lassen

1st and Market (Phone: Ho-4-5311)
Manager: Walter Schimmel
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-12.50; Double: 8.00-17.50; Suites: 17.50-42.50
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.50 up; Lunch: 1.50 up; Dinner: 2.50 up
Liquor: Package goods only
Charges for Mtg. Rms: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 10,975 sq. ft.
Audio-Visual Aids: PA system, spotlights, projector and screen
Stage: Available

SHERATON

MARTIN HOTEL
IN SIOUX CITY, IOWA

Sioux City's Largest Hotel. Lobby, Sioux City Dining Room, New Minute Chef® Restaurant. All sleeping rooms and one entire function floor air-conditioned. Headquarters for airlines and civic clubs. Free TV and radio. Free parking. Family Plan. 250 rooms from $5.00.
JOHN B. YORK
General Manager



the welcome is wonderful at
SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST
NEW YORK — SPRINGFIELD, Mass.
BOSTON — ALBANY
WASHINGTON — ROCHESTER
PITTSBURGH — BUFFALO
BALTIMORE — SYRACUSE
PHILADELPHIA — BINGHAMTON, N. Y.
PROVIDENCE

MIDWEST
CHICAGO — INDIANAPOLIS
DETROIT — FRENCH LICK, Ind.
CLEVELAND, Ohio — RAPID CITY, S. D.
CINCINNATI — SIOUX CITY, Iowa
ST. LOUIS — SIOUX FALLS, S. D.
OMAHA — CEDAR RAPIDS, Iowa
AKRON

SOUTH
LOUISVILLE — NEW ORLEANS
DALLAS — MOBILE

WEST COAST
SAN FRANCISCO — PASADENA
LOS ANGELES — PORTLAND, Oregon

HAWAII
HONOLULU

CANADA
MONTREAL — NIAGARA FALLS, Ont.
TORONTO — HAMILTON, Ont.

KENTUCKY

LEXINGTON

Railroads: C. & O.; L. & N.; C.N.O. & T.P.; So.
Airlines: DAL, EAL, PAI

Phoenix Hotel

120 E. Main (Phone: 5-3210)
Manager: Chandler D. Davis
Convention Season: All year, except during racing season
Largest Group Accommodated: 550 (342 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-10.00; Double: 8.00-14.00; Suites: 18.00-55.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (2,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Vary
Net Exhibit Space: 9,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf

LOUISVILLE

Railroads: B. & O.; C. & O.; N.Y.C.; Ill. Cent.; L. & N.; So.; Penna.; C.I. & L.; K. & I.T.
Airlines: AAL, DAL, EAL, OZA, PAI, TWA

CONVENTION BUREAU
Convention & Tourist Bureau
Chamber of Commerce
3rd & Liberty
Lewis C. Tingley

AUDITORIUM

Kentucky Fair & Exposition Center

See Advertisement, Page 112

P.O. Box 67, Shelby Station (Phone: EMerson 6-9592)
Manager: H. Clyde Reeves
Exhibit Areas and Square Footage of Each: 458,460 sq. ft. all on one floor. East Exposition Wing: 223,500 sq. ft.; West Exposition Wing: 184,600 sq. ft.; Coliseum: 40,000 sq. ft.; Room A: 3,600 sq. ft.; Room C: 2,000 sq. ft.
Rental Fees and Services included in Rent: Varies with facilities used
Floor Load: Unlimited in Exposition Wings; Coliseum—125 lbs. per sq. ft. Rooms A, B, C—125 lbs.
Ventilation: Forced air and air conditioning
Ceiling Height: Exposition Wings—14 to 24 ft.; Coliseum 60 ft.; Rooms A, B, C—10 ft.
P. A. System: Available all areas
Dimensions, Opening to Exhibit Hall: 20' x 14' high; Coliseum 18' x 11' high; Room A: 6' x 7' high; Rooms B & C: 9' x 7' high
No. of Elevators: None, all exhibit space primarily on first floor
Columns, Locations and Dimensions: Exposition Wings lengthwise 30' central columns and across 60' central columns; Coliseum and rooms A, B, C: none
Current and Utilities Available: Gas, electricity, water, sewers
Loading Facilities: Two 50' truck ramps; fork lift and floor trucks available at all times
Railroad Sidings: Tracks within one mile of center
Location, Size of Storage Areas: Approximately 2,500 sq. ft. in ends of each exposition wing Unlimited under roof outside storage
Number of Meeting Rooms and Capacities: 3; A—400, B—650, C—100 (B&C can be combined to accommodate about 700-750—located 2nd floor Coliseum, under same roof as Exposition Wing)

KENTUCKY
Louisville continued

Facilities for Food Functions: Dining room for 500, cafeteria for 1,000, banquet for 6,000 or more
Parking Facilities: 10,000 on paved lots adjacent to Coliseum and Exposition wings
Distance from Business District: 4½ miles

Brown Hotel (HSMA)

4th and Broadway Sts. (Phone: Juniper 4-1311)
Manager: D. J. Quin
Sales Manager: Carl D. Anderson
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 25 suites)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-11.00; Double: 9.50-16.00; Suites: 19.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 19 (1,200)
No. Banquet Rms. & Capacity of Largest: 19 (800)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,500 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Sports Facilities: 1 to 2 block radius—bowling alleys, swimming
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

The Kentucky Hotel (HSMA)

5th and Walnut Sts. (Phone: Juniper 7-1181)
Manager: D. J. Quin
Sales Manager: Russell L. Anderson
Convention Season: All year, except Kentucky Derby period
Largest Group Accommodated: 1,000 (600 rooms, 35 suites available)
Air Conditioning: 75% of bedrooms, Banquet rooms
Convention Rates: Single: 6.00-12.00; Double: 9.00-16.00; Suites: 22.00-38.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,500)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screens, lecturns, black boards
Stage: Available

Sheraton Hotel (HSMA)

See Advertisement, Page 112

500 South Fourth St. (Phone: Juniper 4-4141, Tel. LS-566)
Gen. Manager: F. D. Wallace
Sales Manager: Bill Howard
Convention Season: All year
Largest Group Accommodated: 600 (325 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-16.50; Double: 11.00-20.00; Suites: 20.00-75.00
No. Mtg. Rms. & Capacity of Largest: 18 (950)
No. Banquet Rms. & Capacity of Largest: 18 (850)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, all kinds of projectors available
Stage: Available
Sports Facilities: Golf, swimming nearby

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KENTUCKY EXPOSITION CENTER

Facilities to fit your meeting needs. 357 acres. 22 acres under roof. Coliseum will seat up to 20,220. East Exposition Wing — 223,500 sq. ft. of exhibiting space. West Exposition Wing — 184,600 sq. ft. of exhibiting space. Stadium has seating capacity of 25,000. Banquet rooms, private meeting rooms, restaurant, cocktail lounge also available.

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KENTUCKY FAIR AND EXPOSITION CENTER

P. O. Box 67, Shelby Station
Louisville 17, Kentucky

LOUISIANA

ALEXANDRIA

Railroads: So. Pac.; T. & P.; L. & A.; C.R.I. P.; Mo. Pac.
Airlines: DAL, TTA

Hotel Bentley

200 De Sota Street (Phone: 2-3371)
Manager: Larry Blackburn
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 6.50-10.50; Twins: 7.00-10.00; Suites: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No Banquet Rms. & Capacity of Largest: 12 (600)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 to 10.00
Charges for Exhibit Areas: 15.00 to 75.00
Net Exhibit Space: 300 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens
Stage: Yes
Sports Facilities: Golf, fishing, boating nearby

BATON ROUGE

Railroads: I.C.; L. & A.; Mo. P.
Airlines: DAL, EAL, SOU

Bellemont Motor Hotel

7370 Airline Highway (Phone: ELgin 5-3311)
Manager: Vance Thomas
Sales Manager: Douglas Peak
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00-18.00; Double: 8.00-18.00; Suites: 15.00-100.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (550)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 and up
Charges for Exhibit Areas: 10.00 and up
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: Screen, blackboard, easels, PA system, spotlights
Stage: Will assemble in 4' x 4' sections
Sports Facilities: Golf course ½ mile, swimming pool

Capitol House Hotel

Lafayette at Convention (Phone: Dickens 2-7721)
Manager: J. C. Eberhart
Sales Manager: Delmar Walker
Convention Season: All year, except May 10 to July 10 in even years, May 10 to June 10 in odd years
Largest Group Accommodated: 1,100 (450 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-12.00; Double: 9.50-15.00; Suites: 24.50-60.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (1,800)
No. Banquet Rms. & Capacity of Largest: 9 (1,800)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 400.00
Charges for Exhibit Areas: 10.00-400.00
Net Exhibit Space: 11,652 sq. ft.
Audio-Visual Aids: PA system, spotlights, screen and blackboards
Sports Facilities: Swimming Pool

SHERATON

THE SHERATON HOTEL IN LOUISVILLE, KY.

Enjoy Louisville hospitality plus Sheraton service at this 500-room, all air-conditioned hotel. Grand Ballroom seats 800. In all, 11 meeting rooms can hold 2,400 plus.
WILLIAM C. HOWARD
Sales and Convention Mgr.



the welcome is wonderful at
SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

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MIDWEST
CHICAGO, DETROIT, CLEVELAND, Ohio, CINCINNATI, ST. LOUIS, OMAHA, AKRON, INDIANAPOLIS, FRENCH LICK, Ind., RAPID CITY, S. D., SIOUX CITY, Iowa, SIOUX FALLS, S. D., CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE, DALLAS, NEW ORLEANS, MOBILE

WEST COAST
SAN FRANCISCO, LOS ANGELES, PASADENA, PORTLAND, Oregon

HAWAII
HONOLULU

CANADA
MONTREAL, TORONTO, NIAGARA FALLS, Ont., HAMILTON, Ont.



YOU HAVEN'T HAD A CONVENTION IF YOU HAVEN'T HAD ONE IN NEW ORLEANS

Conventions elsewhere just aren't conventions by New Orleans' standards. The Crescent City not only boasts the best of everything, but everything's different — the night life, the food and even the coffee. The Jung, the South's largest convention hotel, is one of the great things about a New Orleans convention. You'll see. Schedule your next get-together in New Orleans. See you at

1100 guest rooms
10 meeting rooms
Charcoal Room
Cocktail Lounge

THE JUNG

LOUISIANA

continued

NEW ORLEANS

Railroads: Ill. Cent.; G.M. & O.; L. & A.; Gulf Coast Lines; So. Pac.; L. & N.; La. So.; M.P.; N.O. & N.E.; N.O. & L.C.; T. & P.
Airlines: BNF, CAP, DAL, EAL, NAL, PAA, SOU, TACA, TTA

CONVENTION BUREAU

Convention & Visitors Bureau
315 Camp St. (5)
Charles Genella, Director

AUDITORIUM

Municipal Auditorium

1201 St. Peter St. (JAckson 5-8441)
Manager: W. Ray Scheuering
Exhibit Areas: Arena, 32,250 sq. ft.; Annex, 26,408 sq. ft.; Upper Annex, 10,000
Rental Fees: Arena, $660 per day; Auditorium, $495 per day; Concert Hall, $330 per day; Annex, $385 per day; half of Annex, $211.75 per day; Upper Annex $175.00 per day
Floor Load: 200 lbs. per sq. ft. **Ventilation:** Arena, air conditioned
Ceiling Height: Arena, 66 ft.; Annex, 14 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: Arena, 10 ft. by 10 ft. 9 in.; Annex, 12 ft. 8 in. by 13 ft. 4 in.
Elevators and Capacities: Two passenger; one freight, 10,000 lbs.
Columns: None in Arena; 14 in. columns on 17 ft. and 21 ft. centers in Annex
Utilities: AC current, 3 phase, 4-wire distribution, 220 volts; gas, water
Loading Facilities: Hand truck; railroad siding
Railroad Sidings: Yes
Storage Areas: Annex
Meeting Rooms and Capacities: First, second and third floors—50 to 500
Facilities for Food Functions: Dining Room, kitchen, banquet, 3,000
Parking Facilities: Directly across from building
Distance from Business District: 7 blocks

Jung Hotel (HSMA)

See Advertisement, Page 113

1500 Canal St. (Phone: Magnolia: 4471; Teletype No. 238)
Manager: Ray Cantrell
Sales Manager: Emmert J. Bieger
Convention Season: All except Dec. 30, Jan. 1st and Mardi Gras Period
Largest Group Accommodated: 1,400 (700 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-10.00; Double: 12.00-16.00; Suites: 45.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,400)
No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Group Meal Rates: Breakfast: 1.75 up; Lunch: 2.00 up; Dinner: 3.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None when used for business sessions by conventions
Charges for Exhibit Areas: Depends on amount of space used
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: Swimming, boating, fishing, golf, horse racing at fairgrounds from Thanksgiving Day through Mardi Gras
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

New Hotel Monteleone (HSMA)

214 Royal St. (Phone: Magnolia 3341)
Manager: A. F. Spatafora
Convention Season: Apr. to Oct.
Largest Group Accommodated: 200 (100 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 9.00-16.00; Suites: 25.00-45.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges For Exhibit Rms.: 35.00-150.00 per day
Audio-Visual Aids: PA system, screen
Stage: Available
Hotel Representative: Utell International (see pg. 29)

The Pontchartrain Hotel (HSMA)

2031 St. Charles Ave. (Phone: Tu 0581)
Manager: E. Lysle Aschaffenburg
Sales Manager: J. Albert Lyle
Convention Season: May to Dec.
Largest Group Accommodated: 32 (12 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-12.00; Double: 11.00-18.00; Suites: from 25.00. European
No. Mtg. Rms. & Capacity of Largest: 1 (40)
No. Banquet Rms. & Capacity of Largest: 1 (40)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: Screen

The Roosevelt (HSMA)

See Advertisement, Page 114

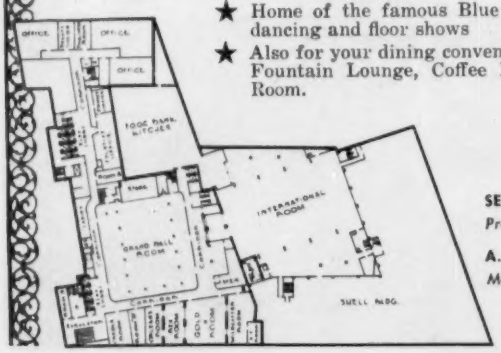
123 Baronne (Phone: MA-2371)
Manager: A. C. Bellande
Sales Manager: Al Bourgeois
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-12.00; Double: 11.00-15.00; Twins: 15.00-18.00; Suites: from 32.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (2,250)
No. Banquet Rms. & Capacity of Largest: 4 (1,500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 350.00 to 500.00 per day
Net Exhibit Space: 22,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available

In New Orleans—
America's Most Interesting City
your convention business
is a pleasure at the



ROOSEVELT
100% AIR-CONDITIONED THE YEAR 'ROUND

★ 14 comfortable meeting rooms, seating 25 to 2,250 persons
★ The center of business, civic and social activities in New Orleans
★ Home of the famous Blue Room for dining and dancing and floor shows
★ Also for your dining convenience The Coffee Shop, Fountain Lounge, Coffee House and Plantation Room.



SEYMOUR WEISS
President and Managing Director
A. C. BELLANDE
Manager

The Sheraton-Charles (HSMA)

See Advertisement, Page 115

211 St. Charles Ave.
Manager: Edwin J. Gaudet, Jr.
Sales Manager: Charles V. Grigsby
Convention Season: All year except Sugar Bowl and Mardi Gras periods
Largest Group Accommodated: 700 (350 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-9.00; Double: 9.00-11.00; Twins: 13.00-16.00; Suites: 25.00-55.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 5,955 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Portable

Tamanaca Motel

1725 Tulane Ave.
Manager: O. L. Dauterive
Sales Manager: William Vogel
Largest Group Accommodated: 100 (50 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-10.00; Double: 12.00-15.00. European
No. Mtg. Rms. & Capacity of Largest: 1 (70)
No. Banquet Rooms: 1
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00
Net Exhibit Space: 624 sq. ft. on one floor
Audio-Visual Aids: PA system
Sports Facilities: Swimming

SHREVEPORT

Railroads: I.C.; K.C.S.; L. & A.; St. L.S.W.; S. P.; T. & P.
Airlines: BNF, DAL, TTA

Captain Shreve

408 Market (Phone: 2-9351; Telegraph: FGO)
Manager: Johnny Brown
Sales Manager: James Melton
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-10.00; Double: 7.00-12.00; Suites: 13.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (325)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 to 125.00
Charges for Exhibit Areas: 25.00 to 125.00
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Washington Youree Hotel

Edwards & Travis Sts. (Phone: 2-2121)
Manager: Alb L. Dietz
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 7.00-9.50; Suites: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 8.00 to 12.00
Charges for Exhibit Areas: 10.00 to 12.00
Net Exhibit Space: 380 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available

MAINE

BANGOR
AUDITORIUM

Railroads: B. & A.
Airlines: NEA

Bangor Municipal Auditorium

100 Dutton St. (Phone: 2-9000, 2-9133, 2-4462)
Manager: John B. Quigley
Exhibit Areas: 15,000 sq. ft.
Rental Fees and Service Included in Rent: Min. 225.00 per night or 10% of Admissions
Ventilation: Blowers
Ceiling Height: 45 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 18 ft. by 22 ft. high
Columns: None
Current and Utilities Available: 110 & 220 AC
Parking Facilities: 3,000 cars
Distance from Business District: 1/3 mile

Bangor House

174 Main St. (Phone: Bangor 7321)
Manager: John G. Chapman
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms, 2 suites available)
Air Conditioning: Banquet halls, meeting rooms
Convention Rates: Single: 4.00-7.50; Double: 6.00 to 11.50; Suites: 20.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: .50; Lunch: .75; Dinner: 1.95
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: To 50.00
Charges for Exhibit Areas: 7.50-10.00
Audio-Visual Aids: PA system, spotlights, screen
Stage: Yes (portable)
Sports Facilities: Golf, tennis, bowling

GREENVILLE JUNCTION

Railroads: B. & M.; C.P.R.

Squaw Mountain Inn (HSMA)

Moosehead Lake (Phone: Greenville 10)
Manager: Philip Sheridan
Convention Season: June 15 to July 15, Aug. 20 to Sep. 15
Largest Group Accommodated: 200 (101 rooms, 6 suites available)
Convention Rates: 12.00-14.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,340 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Boating, fishing, tennis, golf, mountain climbing

KENNEBUNKPORT

Railroads: B. & M.

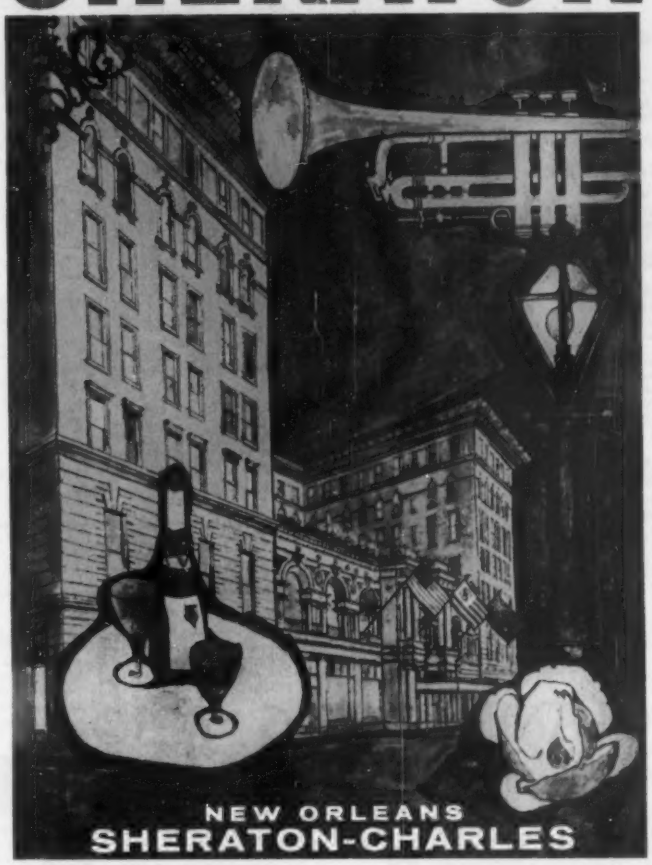
The Colony Hotel

(Phone: K'port 7-3331)
Manager: Geo. M. Bougton
Convention Season: June 15 to July 1, Labor Day to Sept 15
Largest Group Accommodated: 100 (125 rooms available)
Convention Rates: Single: 17.00; Double: 30.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (125)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,862 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: New swimming pool, tennis, golf, fishing
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

POLAND SPRING

Railroads: To Danville Jct. Maine Cent.

SHERATON



New Orleans' fabled charm plus the famous Sheraton welcome await you here, just steps from the French Quarter. The hotel's 10 meeting rooms can hold a total of more than 2,400 — 900 in the Grand Ballroom alone. 500 air-conditioned rooms.

Charles Grigsby, *Sales Manager*

EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	**SOUTH**	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	**HAWAII**
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU
PITTSBURGH	BINGHAMTON, N. Y.	INDIANAPOLIS	NEW ORLEANS	**CANADA**
BALTIMORE	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	**WEST COAST**	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

MAINE

Poland Spring continued

Poland Springs Hotels (The Poland Spring House & The Mansion House)

See Advertisement, Page 116

(Phone: Poland, Wyman 8-4351)
Manager: Charles Connor
Sales Manager: Rod Johnston
Convention Season: Mid May to Mid Oct.
Largest Group Accommodated: 500 (350 rooms, 14 suites available)
Convention Rates: Single: 18.00; Double: 16.00; Suites: 20.00 above cost of bedroom. American
No. Mtg. Rms. & Capacity of Largest: 13 (450)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 300 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available
Sports Facilities: Golf, tennis, swimming, trap shooting, shuffleboard, putting, ping pong, badminton

PORTLAND

Railroads: B. & M., M. C., GT.
Airlines: NEA, Air Taxi

The Eastland Hotel

157 High St. (Phone: 25411)
Manager: Leo G. Gain
Convention Season: All year
Largest Group Accommodated: 650 (300 rooms, 20 suites available)
Convention Rates: Single: 6.00-9.00; Double: 9.00-12.50; Suites: 14.25-27.50. European
No. Mtg. Rms. & Capacity of Largest: 5 (650)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Group Meal Rates: Breakfast: .95; Lunch: 1.50; Dinner: 1.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 7,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screen

The Lafayette (HSMA)

638 Congress (Phone: Spruce 3-6441)
Manager: R. H. Paw
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 2 suites available)
Air Conditioning: Two sleeping rooms
Convention Rates: Single: 5.75-8.00; Double: 8.00-11.00; Suites: 15.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.10; Dinner: 2.35
Liquor: Served in hotel
Charges for Mtg. Rms. None if meals served or headquarters
Charges for Exhibit Areas: If exhibitors are charged for showing, 5.00 per exhibit
Net Exhibit Space: 2,745 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, deep sea fishing, swimming nearby

ROCKLAND

Railroads: Maine Cent.
Airlines: NEA

Samoset Hotel

(Phone: Rockland Lyric 4-8411)
Manager: Larry Borsten
Convention Season: June to Sept. (mostly during June and Sept.)
Largest Group Accommodated: 300 (150 rooms, few suites available)
Convention Rates: Single: 19.00; Double: 32.00-34.00; Parlors: 14.00-20.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 3 (650)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 3.00; Dinner: from 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 17,944 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, 16mm projector
Stage: Available
Sports Facilities: Golf, tennis, swimming (ocean & pool), sailing, fishing

YORK

Railroads: B. & M.

The Marshall House

(Phone: York 300—in winter, York 27)
Manager: Daniel O. Delany
Convention Season: June and Sept.
Largest Group Accommodated: 300 (172 rooms, 3 suites available)
Convention Rates: Single: 13.00-18.00; Double: 26.00-30.00; Parlors: 16.00. American
No. Mtg. Rms. & Capacity of Largest: 14 (450)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,600 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, screen
Stage: Available
Sports Facilities: Beach, salt water pool, tennis, putting, golf, boating, fishing, shuffleboard, soft ball

MARYLAND

BALTIMORE

Railroads: Penna.; Balt. & O.; West Md.; Bal. & An El.; M. & P.
Airlines: AAA, AAL, CAP, DAL, EAL, NAL, PAA, TWA, UAL

CONVENTION BUREAU
Baltimore Convention Bureau, Inc.
202 Title Bldg. (2)
L. H. Denton, Director

Emerson Hotel (HSMA)

Baltimore & Calvert Sts. (Phone: MUlberry 5-4400; Telegraph: BA-277)
VP & Gen. Manager: William E. Stubbs, Jr.
Sales Manager: Kemp C. Gatling
Convention Season: All year
Largest Group Accommodated: 1,200 (325 rooms, 17 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00; Double: 9.50-11.50; Suites: 20.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 35.00-450.00
Audio-Visual Aids: PA system, spotlights

Lord Baltimore Hotel (HSMA)

Baltimore & Hanover Sts. (Phone: Lexington 9-8400)
Manager: Harold Kraus
Dir. of Sales: G. Sanford Core
Convention Season: All year
Largest Group Accommodated: 900 (500 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-14.00; Double: 9.50-18.00; Twins: 11.00-18.00; Suites: 23.00-37.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (1,430)
No Banquet Rms. & Capacity of Largest: 10 (1,120)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends on sleeping rooms occupied
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, All types of projectors available on rental basis
Stage: Yes (11.5'x40')

Sheraton-Belevedere Hotel (HSMA)

See Advertisement, Page 11

Charles at Chase Sts. (Phone: Mulberry 5-1000)
Manager: Albert S. Fox
Sales Manager: A. Russell Phillips
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.50-13.50; Double: 13.50-19.50; Suites: 18.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (575)
No. Banquet Rms. & Capacity of Largest: 9 (475)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 5,000 sq. ft. on one floor. Separate area
Audio-Visual Aids: PA system, spotlights, large TV projector
Stage: Available

Southern Hotel

Light & Redwood Streets (Phone: Saratoga 7-1600)
Manager: Harold I. Fink
Sales Manager: Albert W. Eldridge
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 11 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-12.50; Double: 12.50; Suites: 26.00. European
No. Mtg. Rms. & Capacity of Largest: 22 (1,000)
No. Banquet Rms. & Capacity of Largest: 22 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00
Charges for Exhibit Areas: 17.00 & 20.00
Net Exhibit Space: 1,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens

CHESTERTOWN

Railroads: Penna.

POLAND SPRING RESORT

Serving CONVENTIONS Half a Century
MAINE'S FAMOUS SPA

Easy to reach by TURNPIKE, Train or Plane
POLAND SPRING HOUSE and MANSION HOUSE
Accommodations for up to 500
Known for good food and fine beverages.
Complete business and recreational facilities.
Write for DATES and colorful literature.
Groups Invited May Through October.





You'll get a "KICK" out of our gay-ninety decor and nostalgic Handle-BAR Room

Poland Spring Hotels, Poland Spring, Maine . . . Home of Poland Water

Great Oak Lodge

Route 2, Box 218 (Phone: 1100)
Business Manager: Calvin C. Smith
Convention Season: All year, except weekends in summer
Largest Group Accommodated: 80 (40 rooms, 2 suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 12.00-16.00; Double: 15.00-22.00; Suites: 27.00-38.00
No. Mtg. Rms. & Capacity of Largest: 3 (350)
No. Banquet Rms. & Capacity of Largest: 3 (100)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Net Exhibit Space: 2,200 sq. ft. on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes (12' x 16')
Sports Facilities: Nine-hole golf course, sailing, swimming, hunting, badminton, ping pong, horseback riding, water skiing, fishing, trap shooting, power boats

CUMBERLAND

Railroads: B. & O.; C. & P.; Penna.; W. Md.

Algonquin Hotel

See Advertisement, Page 15

Washington St. (Phone: PA 2-3330)
Manager: Pat Stakem
Convention Season: All year
Largest Group Accommodated: 250 (120 rooms, 3 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 3.00 to 6.50; Double: 5.50 to 10.00; Suites: 8.00 to 15.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (75)
No. Banquet Rms. & Capacity of Largest: 2 (75)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.50; Dinner: 2.50
Liquor: Yes
Charges for Mtg. Rms.: .20 a chair
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 250 sq. ft.
Audio-Visual Aids: Spotlights
Stage: None
Sports Facilities: Golf, swimming, horseback riding

MASSACHUSETTS

ANDOVER

Railroad: B&M

Andover Inn

See Advertisement, Pages 30, 31

Chapel Ave. (Phone: Greenleaf 5-5903)
Manager: Robert N. Frazer
Convention Season: All year
Largest Group Accommodated: 55 (30 rooms, 1 suite available)
Convention Rates: Single: 15.00; Double: 12.00; Suite: 22.00. American. European on request
No. Mtg. Rms. & Capacity of Largest: 3 (55)
No. Banquet Rms. & Capacity of Largest: 3 (55)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.50; Dinner: 2.50
Liquor: Not served in hotel. Groups should bring own
Charges for Mtg. Rms.: 5.00-10.00
Charges for Exhibit Areas: 10.00-20.00
Net Exhibit Space: 1,158 sq. ft. on one floor
Audio-Visual Aids: Available
Sports Facilities: Golf 1½ miles

AMHERST

Railroads: C. V.; B. & Me.

The Lord Jeffery

See Advertisement, Pages 30, 31

30 Boltwood Ave. (Phone: Alpine 3-2576)
Manager: Norman M. Enman
Convention Season: All year, except May 15 to June 15 and Sept. 15 to Nov. 1
Largest Group Accommodated: 85 (60 rooms available)
Air Conditioning: Banquet rooms, some bedrooms
Convention Rates: Single: 6.00-8.00; Double: 10.00-16.00. European. American plan available for groups
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, fishing, swimming

BOSTON

Railroads: B. & M.; N.Y.C.; N.Y., N.H. & H.
Airlines: AAL, EAL, MOH, NAL, NEA, PAA, TCA, TWA, UAL

CONVENTION BUREAU

Convention & Visitors Bureau
80 Federal St. (10)
E. C. Sherry, Manager

AUDITORIUMS

Boston Garden

North Station (Cap 7-3200)
Manager: Walter A. Brown
Exhibit Areas: Arena, 26,730 sq. ft.; Exhibition Hall, 42,350 sq. ft.
Rental Fees and Services: Depends on season & attraction
Floor Load: 200 lbs. per sq. ft.
Ventilation: Rotary fans and blowers
Ceiling Height: Exhibition Hall, 16 ft.; Arena, 68 ft.
PA System: Excellent
Dimensions, Opening to Exhibit Hall: 17 ft. 6 in. high by 15 ft. 6 in. wide
Elevators and Capacities: One, 3,000 lbs.
Columns: None on Arena floor
Utilities: AC and DC current, gas, steam, water
Loading Facilities: Ramp from railroad into exhibition hall
Storage Areas: Ample
Meeting Rooms: In hotel adjoining
Facilities for Food Functions and Banquet Capacity: Complete facilities for 1,500 banquet
Parking Facilities: Ample
Distance from Business District: In heart of commercial district

Bradford Hotel (HSMA)

275 Tremont St. (Phone: Han. 6-1400)
Manager: R. N. Appleton
Convention Season: All year
Largest Group Accommodated: 650 (275 rooms, 10 suites available)
Air Conditioning: Some bedrooms, all banquet rooms
Convention Rates: Single: 7.50-10.50; Double: 11.00-16.00; Suites: 20.00-28.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (2,400)
No. Banquet Rms. & Capacity of Largest: 13 (1,500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 33,049 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage, 52 ft. by 26 ft.

Hotel Kenmore (HSMA)

490 Commonwealth v. (Phone: KEnmore 6-2770)
Manager: Arthur D. Dooley
Sales Manager: Justin P. Quinn
Convention Season: All year
Largest Group Accommodated: 480 (250 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 8.00-13.50; Twin: 14.00-19.50; Suites: 23.00-28.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 12 (380)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00-200.00
Audio-Visual Aids: PA system, spotlights
Stage: Yes (26'x12')
Sports Facilities: Swimming pool

Hotel Madison

North Station (Phone: CA 7-2600)
Manager: Reed Seely
Sales Manager: Robert B. Sargent
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 6 suites available)
Air Conditioning: All banquet and meeting rooms
Convention Rates: Single: 6.00-9.00; Double: 8.00-18.00; Suite: 16.00-40.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 11 (250)
Group Meal Rates: Breakfast: from .65; Lunch: from .99; Dinner: from 1.35
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Boston Garden next door with hockey, basketball, tennis, ice shows

Parker House (HSMA)

60 School Street (Phone: CA 7-8600)
Manager: Carl J. Peterson
Sales Manager: John E. Pacheco
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 9.00-11.50; Double: 14.00-15.50; Twins: 14.50-22.00. European
No. Mtg. Rms. & Capacity of Largest: 16 (500)
No. Banquet Rms. & Capacity of Largest: 16 (400)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends upon size of room
Charges for Exhibit Areas: Depends upon size of room
Net Exhibit Space: 6,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens, projectors on rental basis
Stage: Available
Sports Facilities: Boston Garden nearby

Sheraton-Plaza Hotel (HSMA)

See Advertisement, Page 11

Copley Square (Phone: CO 7-5300)
Manager: H. de Fine Nyboe
Sales Manager: William N. Field
Convention Season: All year
Largest Group Accommodated: 1,000 (250 rooms and 15 suites available)
Air Conditioned: Entire
Convention Rates: Single: 9.85-16.00; Double: 16.00-21.00; Suites: 34.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,600)
No. Banquet Rms. & Capacity of Largest: 12 (1,200)
Rates for Meals: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 10.00 to 650.00
Net Exhibit Space: 17,845 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 28' x 16'

Somerset Hotel (HSMA)

See Advertisement, Page 24

400 Commonwealth Ave. (Phone: CO 7-9000)
Manager: Paul Sonnabend
Sales Manager: Frank Hignett
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 30 suites available)
Air Conditioning: Banquet halls, many bedrooms
Convention Rates: Single: 9.00 to 15.00; Double: 15.00 to 21.00; Suites: 24.00 to 50.00
No. Mtg. Rms. & Capacity of Largest: 15 (1,250)
No. Banquet Rms. & Capacity of Largest: 15
Group Meal Rates: Breakfast: 2.25; Lunch: 3.50; Dinner: 5.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: According to size required
Net Exhibit Space: 22,065
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

Hotel Statler Hilton (HSMA)

See Advertisement, Page 33

Park Square (Phone: HAncock 6-2000)
Manager: D. B. Stanbro
Sales Manager: Val W. Ringer
Convention Season: All year
Largest Group Accommodated: 1,500 (700 rooms 30 suites available)
Air Conditioning: Banquet and meeting rooms bedrooms
Convention Rates: Single: 10.00-15.50; Double: 16.00-21.00; Suites: 39.00-44.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (2,000)
No. Banquet Rms. & Capacity of Largest: 11 (1,410)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 19,124 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

MASSACHUSETTS

Boston continued

Hotel Touraine (HSMA)

62 Boylston St. (Phone: Hancock 6-3500; Telegraph: FJV)
Manager: Thomas J. Walsh
Sales Manager: Jane Walsh
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 16 suites available)
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Convention Rates: Single: 7.50-12.00; Double: 10.00-14.00; Suites: 20.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (425)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00-200.00
Charges for Exhibit Areas: 25.00-200.00
Net Exhibit Space: 3,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights



Business Conventions at the Barn . . . different, complete and productive. Barn's Convention Office will tailor plan facilities to meet your requirements plus offers to you the advantage of 1600 private acres in the beautiful Berkshires . . . finest accommodations (private banquet facilities available), scrumptious foods, an experienced staff to cater to your every need, full recreational facilities including golf (private course on premises), riding, swimming (heated pool), fishing (privately stocked pond), hiking, tennis, softball, trap shooting, handball, horseshoe pitching, badminton and hosts of other sport activities.
Write Box S5 for Free Color Folder
JUG END

B A R N
Great Barrington, Mass.

BROOKLINE

Railroads: N.Y.C.

Beaconsfield Hotel

See Advertisement, Page 15

1731 Beacon St. (Phone: ASpinwall 7-6800)
Manager: Maurice J. Nicholson
Sales Manager: Paul Snierson
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms, 3 suites available)
Air Conditioned: 5 banquet rooms, 25 bedrooms
Convention Rates: Single: 5.00 to 12.00; Double: 12.00 to 17.00; Suites: 20.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 10 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes

CAMBRIDGE

Commander Hotel

See Advertisement, Page 15

16 Garden St. (Phone: Kirkland 7-4800)
Manager: Shaffie K. Hamsy
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms available)
Air Conditioning: Banquet hall
Convention Rates: Single: 8.80-9.90; Double: 12.00; Suites: 21.00-37.00
Liquor: Yes
Audio-Visual Aids: None
Stage: Yes

GREAT BARRINGTON

The Berkshire Inn

Main Street (Phone: Great Barrington 880)
Landlord: James J. Joyce
Convention Season: May to Nov.
Largest Group Accommodated: 150 (85 rooms, 5 suites available)
Convention Rates: 15.00-17.00 per day per person. American
No. Mtg. Rms. & Capacity of Largest: 7 (350)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: A la carte
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 30,000 sq. ft. on one floor
Audio-Visual Aids: 16mm movie projector, PA system, spotlights
Stage: Yes
Sports Facilities: Golf, tennis, swimming, fishing, horseback riding, badminton, shuffleboard, croquet

GREENFIELD

Railroads: B. & M.

Hotel Weldon

(Phone: Prescott 3-5431)
Manager: Thomas J. Connor
Convention Season: All year
Largest Group Accommodated: 250 (166 rooms available)
Convention Rates: Single: 6.50-8.00; Double: 11.00-12.00; Suites: 18.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: From 10.00
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: PA system
Sports Facilities: Golf

HOLYOKE

Railroads: B. & M.; N.Y., N.H. & H.
Airlines: Served through Hartford

Roger Smith Hotel

See Advertisement, Page 118

69 Suffolk St. (Phone: JE 2-1414)
Manager: Robert N. Wish
Convention Season: All year
Largest Group Accommodated: 200 (134 rooms, 10 suites available)
Air Conditioning: Some banquet and meeting rooms
Convention Rates: Single: 6.50-10.50; Double: 9.50-13.50; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 4,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, easels, blackboards, screen
Stage: Available
Sports Facilities: Bowling, billiards, golf, skiing, swimming

LENOX

Railroads: N.Y. N.H. & H.

Curtis Hotel (HSMA)

(Phone: Lenox 510)
Manager: George A. Turain
Convention Season: May-early June, late August, Sept.-Oct.
Largest Group Accommodated: 200 (100 rooms available)
Air Conditioning: Some bedrooms



Convention Rates: 14.00-18.00 per person. American
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft. on one floor.
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, blackboards
Stage: Available
Sports Facilities: Swimming, golf, tennis, shuffleboard, ping pong, badminton, fishing, boating

MARTHA'S VINEYARD

The Harbor View (A Treadway Inn)

See Advertisement, Pages 30, 31

Edgartown (Phone: 444)
Manager: John S. Packard
Convention Season: June 20 to July 1, Sept. 5 to Sept. 10
Largest Group Accommodated: 125 (75 rooms, 5 suites available)
Convention Rates: Single: 15.00-28.00; Double: 28.00; Suites: 35.00 for two. American
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: Spotlights
Sports Facilities: Golf, tennis, beach, shuffleboard, fishing

NORTHAMPTON

Railroads: B. & M.; N.Y., N.H. & H.

Hotel Northampton and Wiggins Tavern

36 King Street (Phone: JUstice 4-3100)
Manager: Olaf Lambert
Sales Manager: Joseph A. Sylvia
Convention Season: All year except first two week ends in June
Largest Group Accommodated: 235 (115 rooms, 7 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-12.50; Double: 11.00-22.00; Suites: 22.00-35.00. European. Can arrange American plan packages.
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf 4 miles

NORTH FALMOUTH

Railroads: N.Y., N.H. & H.

Clauson's Inn at Coonamessett (HSMA)

(Phone: LO 3-5926)

Manager: James E. Clark
Sales Manager: Donald H. Clauson
Convention Season: May 25 to Oct. 15, Sept. 1-July 1
Largest Group Accommodated: 100 (25 rooms and 20 suites available)
Convention Rates: Single: 18.00; Double: 15.00; Suites: 18.00 per person. American
No. Mtg. Rms. & Capacity of Largest: 2 (65)
No. Banquet Rms. & Capacity of Largest: 5 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00 to 3.00; Dinner: 3.00 to 5.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,900 sq. ft. on one floor
Audio-Visual Aids: Motion picture projector, PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, horseback riding, swimming, boating, fishing, water sports

PITTSFIELD

Railroads: N.Y.C.; N.Y., N.H. & H.
Airlines: NEA

The Wendell-Sherwood Hotel (HSMA)

8 South St. (Phone Hillcrest 5-4511)
Manager: Robert D. Michael
Sales Manager: J. Joshua Goldberg
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 9 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 7.50; Double: 11.50; Suites: 25.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.10; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Swimming, fishing, horseback riding, tennis, boating

SOUTH EGREMONT

Jug End Barn (HSMA)

See Advertisement, Page 118

(Phone: Great Barrington 434)
Manager: Angus R. MacDonald



For sales meetings, conventions . . .

Berkshire Hills
OF MASSACHUSETTS
any season of the year

The Berkshires, located just 135 miles from New York City and Boston, provide the perfect setting for business meetings. A superior selection of hotel and convention accommodations is available to groups of all sizes. For after-hours fun, enjoy theaters, concerts, and the famous recreation facilities of this year-round convention land.

BERKSHIRE County

good business . . . good living

- convenient location—easy to reach by all main transportation lines; a short drive from New York and from Boston via Massachusetts Turnpike
- thriving industrial labor
- stable supply of skilled labor
- accessible to key markets and materials
- excellent source of power and utilities
- desirable plant sites—open to qualified companies
- superb cultural advantages—a world-famous center of music, art, and drama; home of the Tanglewood festival
- top recreational facilities—excellent golf, fishing and skiing

write: BERKSHIRE COUNTY
INDUSTRIAL DEVELOPMENT COMMISSION
COUNTY COURT HOUSE
PITTSFIELD, MASSACHUSETTS

MASSACHUSETTS

South Egremont continued

Convention Season: Monday to Friday, Sept. 15-June 15
Largest Group Accommodated: 104 (52 rooms, 3 suites available)
Convention Rates: Single: 15.00-22.50; Double: 15.00. American
No. Mtg. Rms. & Capacity of Largest: 8 (250)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: .95; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: Movie, slide projectors, PA system, spotlights, tape recorder, easels, blackboards
Stage: 12 ft. by 20 ft.
Sports Facilities: Horseback riding, outdoor swimming pool, tennis courts, badminton, golf, fishing, skiing, trap shooting

SOUTH LEE

Railroads: N.Y., N.H. & H.

Oak N' Spruce (HSMA)

(Phone: 795 W)
Manager: Frank J. Prinz
Convention Season: Jan. to Jun., Sept. to Jan.
Largest Group Accommodated: 120 (60 rooms available)
Convention Rates: Single: 10.00-16.00; Double: 20.00-32.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (120)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg Rms: None
Charges for Exhibit Areas: None

At the Heart of Southeastern New England's Billion-Dollar Market . . .

Taunton Inn

Taunton, Massachusetts

- 30 minutes or less from all major centers at the Junction of Routes 24, 44, 138, and 140.
- 100 Modern Rooms.
- Complete facilities for Conventions, Sales Meetings, and Banquets.
- Home of the famed Herring Run Restaurant.
- Surrounded by Free Parking.

For complete information, phone Van Dyke 4-7574, or write J. Edward Downes, Host.



MOTEL CONVENIENCES WITH FULL HOTEL SERVICES

Net Exhibit Space: 1,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm slide, 16mm sound projectors
Stage: Available
Sports Facilities: Swimming, golf, tennis, hunting, skiing, fishing, snow making machine

SPRINGFIELD

Railroads: N.Y., N.H. & H.; B. & M.; N.Y.C.
Airlines: AAL, EAL, MOH, NEA, TWA, UAL

AUDITORIUMS

Industrial Arts Building, Eastern States Exposition

Memorial Avenue (Phone: REpublic 3-5101)
Manager: Adrian L. Potter
Exhibit Areas: 123,000 sq. ft. on one level
Rental Fees and Services: $600 per day of actual use; no services included
Floor Load: Unlimited
Ventilation: Ventilating monitors
Ceiling Height: 22 ft., 18 ft. clearance
PA System: No permanent installation
Dimensions, Opening to Exhibit Hall: 8 doors at ground level, 11 ft. by 11 ft., one door, 14 ft. high
Column: 10" by 10" located 24 ft. apart in one direction and 45 ft. in other direction
Utilities: 110 v, 220 v AC, gas, water, drainage
Loading Facilities: Railroad siding near building
Storage Areas: 30 ft. by 30 ft. in building, limitless capacity in nearby buildings
Meeting Rooms and Capacities: Little Theatre seating 300, two seating 60 each
Facilities for Food Functions: Caterers available
Parking Facilities: 150 acres
Distance from Business District: Two miles

Springfield Auditorium

54 Court Street (Phone: 6-2711, Ext. 215)
Manager: City Property committee
Exhibit Areas: Main floor, 8,100 sq. ft.; basement, 6,000 sq. ft.
Rental Fees and Services: From 50.00 to 400.00 plus janitorial fees from 40.00 to 70.00
Floor Load: Average. **Ventilation:** Exhaust system
Ceiling Height: 50 ft. **PA System:** Rented; 3-hour minimum, $8.33
Opening to Exhibit Hall: Five double doors
Elevators and Capacities: One freight elevator
Columns: 16 columns, 3 ft. columns to side
Utilities: AC and DC current, gas, steam, water, compressed air
Loading Facilities: Ramp to elevator
Storage Areas: In basement
Meeting Rooms and Capacities: Main floor seats 1,424; balcony, 920; gallery, 874; 4 rooms, seat 40 each; Mahogany Room, 200; basement, 800
Facilities for Food Functions: Facilities for banquet of 1,000; Basement, 875
Parking Facilities: Garage at rear of auditorium
Distance from Business District: In heart of business district

Highland Hotel

28 Hillman St. (Phone: RE 4-2141)
Manager: Vincent J. Guarino
Sales Manager: Thomas L. Sophinos
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 4.25-9.75; Double: 8.25-10.75. American
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms. From 10.00
Charges for Exhibit Arfeas: From 25.00
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen, blackboards, 16mm projector, rostrum
Stage: Yes

The Shelton Hotel

70 Chestnut Street (Phone: RE 4-3141)
Manager: Raymond J. Shea
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.85-8.85; Double: 9.85-12.35; Suites: 22.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (275)
No. Banquet Rms. & Capacity of Largest: 10 (275)
Group Meal Rates: Breakfast: 1.25; Lunch:1.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-75.00
Charges for Exhibit Areas: 25.00-75.00
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm, 35mm projectors, screens
Stage: Yes
Sports Facilities: Country club 20 minutes

Sheraton-Kimball Hotel (HSMA)

See Advertisement, Page 11

140 Chestnut St. (Phone: 2-1121)
Gen. Manager: Maurice T. Lawler
Sales Manager: John J. McDonald
Convention Season: All year
Largest Group Accommodated: 600 (275 rooms, 7 suites available)
Air Conditioning: Banquet and meeting rooms, 75% bedrooms
Convention Rates: Single: 6.85-12.00; Double: 10.85-16.00; Suites: 14.50-25.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 3,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboards
Stage: Available
Sports Facilities: Golf, bowling, tennis

STURBRIDGE

Railroads: Putnam ct.

Publick House (HSMA)

See Advertisement, Pages 30, 31

Main St. (Phone: Dickens 7-3313)
Manager: Mrs. Louise Coggeshall
Sales Manager: David F. Treadway
Convention Season: Nov. to May
Largest Group Accommodated: 36 (32 rooms, 2 suites available)
Convention aRtes: Single: 5.00-9.00; Double: 6.00-16.00; Suites: 22.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (100)
No. Banquet Rms. & Capacity of Largest: 7 (100)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Changes for Mtg. Rms.: None
Charges for Exhibit Areas: None
Sports Facilities: Golf 4 miles away

SWAMPSCOTT

Railroads: B. & M.

New Ocean House

216 Puritan Road (Phone: Lynn 2-6500)
Manager: Clement Kennedy
Convention Season: Apr., May, June, Sept., Oct.
Largest Group Accommodated: 800 (300 rooms, 30 suites available)
Air Conditioning: Two meeting and banquet rooms, some bedrooms
Convention Rates: Single: 13.00-16.00; Double: 23.00-29.50; Suites: 30.00-36.00. American
No. Mtg. Rms. & Capacity of Largest: 13 (2,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor. Separate area
Audio-Visual Aids: PA system, spotlights. All types of projectors available on rental basis
Stage: Yes (16'x24')
Sports Facilities: Swimming, tennis, golf, quoits, private beach, ping pong

TAUNTON

Railroads: N.Y., N.H. & H.

Taunton Inn (HSMA)

See Advertisement, Page 120

Spring & Summer Sts. (Phone: 4-7574)
Manager: J. Edward Downes
Convention Season: All year except July and August
Largest Group Accommodated: 300 (100 rooms, 10 suites available)
Air Conditioning: 2 banquet and meeting rooms
Convention Rates: Single: 6.50; Double: 8.50; Suites: 12.50
No. Mtg. Rms. & Cacapity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: from .99; Lunch: from 1.50; Dinner: from 2.00
Liquor> Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screen and projector

Stage: Available
Sports Facilities: Golf

WILLIAMSTOWN

Railroad: B. & M.

Williams Inn

See Advertisement, Pages 30, 31

(Phone: Glenview 8-4111)
Manager: John F. Treadway
Convention Season: All year
Largest Group Accommodated: 50 (35 rooms available)
Convention Rates: Single: 6.50; Double: 12.00
No. Mtg. Rms. & Capacity of Largest: 4 (75)
No. Banquet Rms. & Capacity of Largest: 4 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Tennis

WINCHENDON

Railroads: N.Y.C.; B. & M.

Toy Town Tavern (HSMA)

See Advertisement, Pages 30, 31

(Phone: Winchendon 220)
Manager: John D. Lee
Sales Manager: David F. Treadway
Convention Season: May 15 to July 1; Oct. 12 to Oct. 25
Largest Group Accommodated: 100 (55 rooms, 1 suite available)
Convention Rates: Single: 16.00; Double: 30.00; Suites: 36.00 for two. American
No. Banquet Rms. & Capacity of Largest: 1 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system
Stage: Yes (18'x10')
Sports Facilities: Golf, tennis, swimming, putting green, shuffleboard

WORCESTER

Railroads: N.Y.C.; B. & M.; N.Y., N.H. & H.
Airlines: Mohawk, NEA

AUDITORIUM

Worcester Memorial Auditorium

Lincoln Square (Phone: PLeasant 2-6703)
Manager: Frank G. Kronoff
Exhibit Areas: Main Hall, 18,000 sq. ft.; Basement: 10,000 sq. ft.
Rental Fees and Services: Trade shows or expositions, $3,500 per seven operating days, including one set-up day and one pull-down day. Electrician, stagehand, PA system operator, janitor
Ceiling Height: 70 ft. in Main Hall; Basement, 11 ft.
Dimensions, Opening to Exhibit Hall: 9 ft. by 9 ft.
Elevators and Capacities: Platform elevator, 57 ft. by 14 ft.
Columns: Balcony overhangs Main Hall 30 ft. on three sides
Utilities: Lighting, water, heat
Storage Areas: 2,000 sq. ft. in Basement
Meeting Rooms and Capacities: One—120; seven—49; Little Theatre—704; two—100
Facilities for Food Functions: Banquet for 1,600
Parking Facilities: Metered lots for 200 cars
Distance from Business District: ½ mile

Bancroft Hotel

See Advertisement, Page 15

50 Franklin St. (Phone: Swift 9-4141)
Manager: Charles F. Dolan
Convention Season: All year
Largest Group Accommodated: 1,000 (450 rooms, 20 suites available)
Air Conditioning: Banquet rooms, some bedrooms
Convention Rates: Single: 6.85 to 8.35; Double: 10.85 to 16.00; Suites: 25.00 up. European.
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 12 (400)
Group Meal Rates: Lunch: 2.35; Dinner: 2.95
Liquor: Served in hotel
Charges for Mtg. Rms.: from 7.00
Charges for Exhibit Areas: from 10.00
Audio-Visual Aids: PA system, spotlights
Stage: Yes

MICHIGAN

CHARLEVOIX

Railroads: Pere Marquette; PRR.
Airlines: CAP to Pellston-Treverse City

Charlevoix Beach Hotel

105 W. Dixon Ave. (Phone: Liberty 7-6551)
Manager: E. L. Kramer
Convention Season: June to Sept. 15
Largest Group Accommodated: 300 (200 rooms, some suites available)
Convention Rates: Single: 16.00; Double: 14.00; Suites: 10.00-15.00. American
No. Mtg. Rms. & Capacity of Largest: 11 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, riding, tennis, shuffleboard, fishing, heated swimming pool

DEARBORN

Railroads: D.T. & I.; N.Y.C.; Penna.; Western
Airlines: serves through Detroit

Dearborn Inn (HSMA)

See Advertisement, Page 121

20301 Oakwood Blvd. (Phone: Lo 5-3000, Tel. De 380)
Manager: Richard D. McLain
Sales Manager: Donald E. Jankura
Convention Season: All year
Largest Group Accommodated: 120 (55 rooms, 2 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-14.00; Double: 14.00-18.00; Suites: 35.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 3,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Hotel Representative: Howard F. Dugan Associates (see pg. 29)

DETROIT

Railroads: B. & O.; C.P.; O. & T. Sh. L; D.I.; N.Y.C.; G. Tk.; C. & O.; Penna.; Wes.; D.T.
Airlines: AAA, AAL, CAP, DAL, EAL, MOH, NCA, NWA, PAA, TWA, UAL, NOR

CONVENTION BUREAU

Detroit Convention & Tourist Bureau
626 Book Bldg. (26)
Herbert E. Boning, Jr., Exec. Vice President

AUDITORIUMS

Cobo Hall—Convention Arena

151 W. Jefferson St. (Phone: WO 3-5500) (under construction; available April 30, 1960)
Manager: Stephen T. Kish
Exhibit Areas: Halls A, B & C; One hall, 300,000 sq. ft., divided by rising partition into three halls, 100,000 sq. ft. each. Hall D, 100,000 sq. ft.
Floor Load: Halls, A, B, C, 400 lbs. per sq. ft. Hall D, 600 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Height: Halls A, B & C, 30 ft.; Hall D, 19 ft. PA System: Available
Dimensions, Opening to Exhibit Hall: 14 ft., 3 in. high by 20 ft. wide
Columns, Locations and Dimensions: Halls A, B & C, 10 columns, 5 ft. by 5 ft., 120 ft. apart and 90 ft. from side walls. Hall D, 3 ft. by 3 ft. columns with 60 ft. bays

for Your DETROIT-AREA Conference or Executive Meeting

come to *The Dearborn Inn*. Here, in a pleasant suburban setting, 20 minutes from downtown Detroit, 15 minutes from Metropolitan Airport, are the fine services of a gracious Inn with every convenience for group meetings and banquets for up to 350; completely air conditioned. Write or phone for full information.

RICHARD McLAIN, *General Manager*
DONALD JANKURA, *Sales Manager*

The Dearborn Inn



Neighbor of HENRY FORD MUSEUM and GREENFIELD VILLAGE

Guest Accommodations

135 beautifully appointed rooms in the Inn and the Colonial Homes with TV, two restaurants, cocktail lounge, all air conditioned. Free parking.

Phone LOgan: 5-3000
Teletype DE 380

THE DEARBORN INN
Oakwood Boulevard,
Dearborn, Michigan

The Big DL in Downtown Detroit

- 800 luxurious rooms and suites.
- 14 meeting rooms for 25 to 500
- Adequate display space.
- Three great banquet halls.
- Impeccable service.
- Convenient to Detroit's new civic development.
- Gateway to the city's expressway system.

Let us place these superb convention facilities at your disposal. Phone Detroit, WOodward 2-2300. Teletype Number DE-1062

LANSON M. BOYER
Gen. Mgr.



Hotel DETROIT LELAND
CASS AT BAGLEY · DETROIT 26, MICH.

MICHIGAN

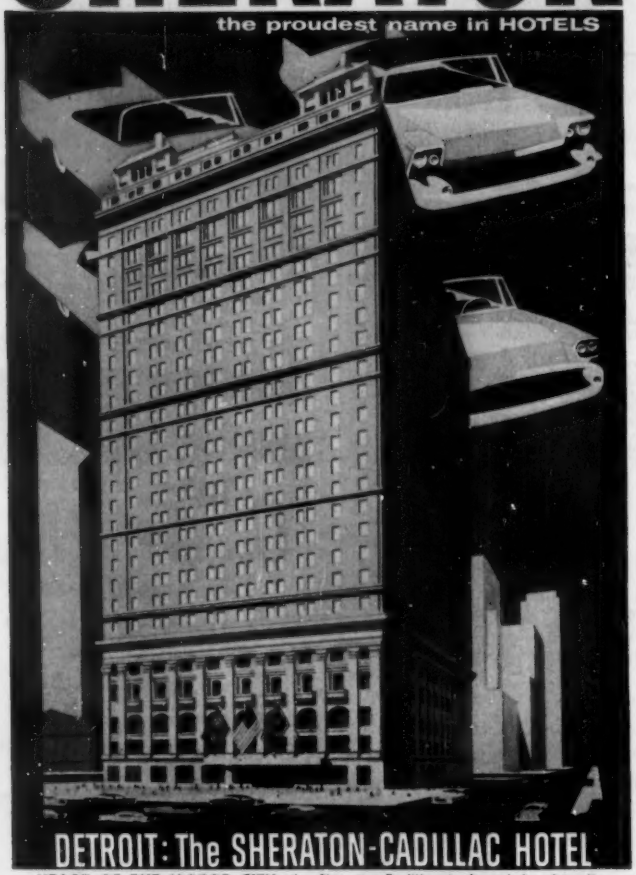
Detroit continued

Current and Utilities Available: 110, 220, 440 AC, gas, water, drain
Loading Facilities: Ramps and escalators, truck drive-in, docks
Location, Size of Storage Areas: 60,000 sq. ft. on lower level
Number of Meeting Rooms and Capacities: 33—Two 80; Six 100; One 125; Two 150; Four 200; Five 250; One 300; One 400; Six 500; One 800; One 820; One 1,050; One 1,250; One 3,250; plus 20 multi-purpose rooms, seating 50 people or less
Facilities to Handle Food Functions: Can handle banquet for 5,000
Parking Facilities: 3,000 cars at the building proper, 8,000 in the general neighborhood
Distance from Business District: In business district

Masonic Temple

500 Temple (Temple 2-7100)
Manager: C. W. Van Lopik
Exhibit Areas: 50,000 sq. ft.
Rental Fees: On Application
Floor Load: 150 lbs. per sq. ft.
Ventilation: Forced air
Ceiling Height: 14 ft. to 20 ft.
PA System: Available
Elevator and Capacity: One freight, 500 lb., automobile elevator
Columns: 15-ft. centers
Utilities: AC and DC current, water
Loading Facilities: Portable dock
Storage Areas: Limited
Meeting Rooms and Capacities: Seat 50 to 5,000
Facilities to Handle Food Functions: Banquet for 4,500
Parking Facilities: Ample
Distance from Business District: Three blocks

SHERATON



DETROIT: The SHERATON-CADILLAC HOTEL

HEART OF THE MOTOR CITY, the Sheraton-Cadillac is famed for friendly service, superlative rooms and suites, sparkling atmosphere. Grand Ballroom accommodates 800 for banquets, 1000 for meetings. Nine other function rooms accommodate from 10 to 500 people. 1200 rooms and suites. Completely air-conditioned.

1200 rooms — William Goldsberry, *Sales Manager*

EAST				
NEW YORK	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
BOSTON	ROCHESTER	ST. LOUIS	**SOUTH**	PORTLAND, Oregon
WASHINGTON	BUFFALO	OMAHA	LOUISVILLE	**HAWAII**
PITTSBURGH	SYRACUSE	AKRON	DALLAS	HONOLULU
BALTIMORE	BINGHAMTON, N.Y.	INDIANAPOLIS	NEW ORLEANS	**CANADA**
PHILADELPHIA	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PROVIDENCE	CHICAGO	RAPID CITY, S. D.	**WEST COAST**	TORONTO
SPRINGFIELD, Mass.	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

Detroit Leland Hotel (HSMA)

See Advertisement, Page 121

1707 Cars (Phone: WOodward 2-2300, Teletype DE 1062, Telegraph GGP)
Manager: Lanson M. Boyer
Sales Manager: Jack Becker
Convention Season: All year
Largest Group Accommodated: 500 (450 rooms, 30 suites available)
Air Conditioning: Some bedrooms, all banquet rooms
Convention Rates: Single: 7.00-16.00; Double: 10.00-18.00; Suites: to 35.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (500)
No. Banquet Rms. & Capacity of Largest: 14 (450)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 100.00 per day
Charges for Exhibit Areas: By sq. ft. required
Net Exhibit Space: 4,300 sq. ft. on one floor serviced by 6 ton elevator for heavy equipment
Audio-Visual Aids: PA system, spotlights
Stage: Available
Hotel Representatives: Utell International, Leonard Hicks, Jr. and Associates, Inc., Premier Hotel Representatives, Inc. (see pg. 29)

Pick-Fort Shelby Hotel

525 W. Lafayette (Phone: Woodward 3-7100, Tel. GXV)
Managing Director: Jerry Moore
Sales Manager: Gwynfor T. Golding
Convention Season: All year
Largest Group Accommodated: 500 (500 rooms, 20 suites available)
Air Conditioning: 200 bedrooms, all banquet rooms
Convention Rates: Single: 6.00-12.75; Double: 11.50-16.25; Suites: 22.50-52.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 14 (600)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,472 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, 16mm projectors, blackboards, screens
Stage: Available

The Sheraton-Cadillac Hotel (HSMA)

See Advertisement, Page 122

1114 Washington Blvd. (Phone: Wo 1-8000)
Manager: Mark A. Schmidt
Sales Manager: Wm. Goldsberry
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-18.00; Double: 12.00-23.00; Suites: 29.00-75.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1000)
No. Banquet Rms. & Capacity of Largest: 15 (800)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: 5.00 per booth per day
Net Exhibit Space: 8,414 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis, closed-circuit TV
Stage: Available
Sports Facilities: Bowling
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hotel Statler Hilton (HSMA)

See Advertisement, Page 33

Washington Blvd. and Grand Circus Park (Phone: Wo 3-6000)
Manager: Ernest G. Steck
Sales Manager: Lloyd K. Stalcup
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-13.50; Double: 13.00-19.50; Suites: 25.00-44.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (900)
No. Banquet Rms. & Capacity of Largest: 13 (600)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.25; Dinner: 4.25
Liquor: Served in hotel

Charge for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 16,721 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available

Whittier Hotel

415 Burns Drive (Phone: Valley 2-9000)
Manager: Fred M. Hauser
Sales Manager: Jimmie Hawkins
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 20 suites available)
Air Conditioning: Transient bedrooms and all banquet rooms
Convention Rates: Single: 8.00-12.50; Double: 12.00-16.00; Suites: 20.50-50.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (250)
No. Banquet Rms. & Capacity of Largest: 9 (200)
Group Meal Rates: Breakfast: 2.65; Lunch: 3.00; Dinner: 3.95
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: From 15.00
Net Exhibit Space: 4,800 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, 8 & 16mm projectors, slide projector
Stage: 5 in various sizes
Sports Facilities: Swimming, golf, horseback riding

New Wolverine Hotel

55 E. Elizabeth St. (Phone: Woodward 3-9000, Telegraph G S R)
Manager: E. J. Toole
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 10 suites available)
Air Conditioning: 50 bedrooms, all banquet rooms
Convention Rates: Single: 5.00-10.00; Double: 8.50-15.00; Suites: 25.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 30 (600)
No. Banquet Rms. & Capacity of Largest: 5 (150)
Liquor: Served in hotel
Group Meal Rates: Breakfast: 1.00; Lunch: 1.25; Dinner: 2.00
Charges for Mtg. Rms.: 5.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 7,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed circuit TV
Stage: Yes

FLINT

Railroads: C. & O.; Gr. Tr.
Airlines: CAP

Pick-Durant Hotel

Saginaw and Detroit Sts. (Phone: Cedar 2-5131)
Manager: Scott Shattuck
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms, 4 suites available)
Air Conditioning: 46 bedrooms, banquet halls
Convention Rates: Single: 5.00-9.00; Double: 7.50-14.00; Suites: 24.50-34.50. European
No. Mtg. Rms. & Capacity of Largest: 8 (550)
No. Banquet Rms. & Capacity of Largest: 8 (425
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Charges for Exhibit Areas: 10.00 to 100.00
Net Exhibit Space: 200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 12 ft. by 30 ft.

GRAND RAPIDS

Railroads: C. & O.; Gd. Tk.; N.Y.C.; Penna.
Airlines: CAP, LCA, NCA

CONVENTION BUREAU

Grand Rapids Convention Bureau
Edward J. Brunette, Manager

AUDITORIUM

Civic Auditorium

227 Lyon, N.W. (GL 47-257)
Manager: Fred J. Barr, Jr.
Exhibit Areas: Basement, 44,000 sq. ft.; main floor, 16,500 sq. ft.; Black & Silver Rooms,
Rental Fees and Services: Basement, $25 per booth (12 ft. by 12 ft.)
4,500 sq. ft.
Floor Load: Unlimited
Ventilation: Air conditioned
Ceiling Height: 14 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 13 ft. by 12 ft.
Elevators: Lift 50 ft. by 8 ft.
Columns: 2 ft. sq., every 24 ft.
Utilities: AC and DC current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: 700; 12 rooms, 75 each
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 1,500
Parking Facilities: Ample
Distance from Business District: In business district

Manger Hotel (HSMA)

See Advertisement, Page 123

Michigan and Monroe (Phone: Glendale 9-0101) Telegraph- GR 230
Manager: William H. Davies
Sales Manager: Doris McKee
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 8 suites available)
Air Conditioning: 100 bedrooms and all banquet rooms
Convention Rates: Single: 6.00-10.00; Double: 9.00-10.50; Suites: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Depends on type of display
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboards. Projectors are available on rental basis
Stage: Available

Morton House

Monroe & Ionia (Phone: GL 9-7121)
Manager: Noel K. Black
Sales Manager: Tom Bennett
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 7 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 6.00; Double: 8.50-14.50; Suites: 17.00-33.00. European.
No. Mtg. Rms. & Capacity of Largest: 7 (250)
No. Banquet Rms. & Capacity of Largest: 5 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: from 3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 3,630 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens blackboards. Projectors can be rented
Stage: 9'9" x 13'11"
Sports Facilities: Golf

Pantlind Hotel

(Phone: 97201)

Manager: T. R. Corson
Convention Season: All year
Largest Group Accommodated: 1,100 (550 rooms and 35 suites available)
Convention Rates: Single: 5.50 to 9.00; Double: 7.50 to 16.00; Suites: from 16.00
No. Mtg. Rms. & Capacity of Largest: 14 (750)
No. Banquet Rms. & Capacity of Largest: 14 (535)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 8,440 sq. ft. on one floor
Audio-Visual Aids: Screens

JACKSON

Railroads: N.Y.C.; G.T.
Airlines: NCA

Hotel Hayes

228 W. Michigan Ave. (Phone: State 2-0551)
Manager: John J. Sakmar
Convention Season: All year
Largest Group Accommodated: 400 (160 rooms, 8 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 6.00-7.00; Double: 9.00-11.00; Suites: 12.00-16.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 7 (312)
Group Meal Rates: Breakfast: 1.65; Lunch: 2.00-Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00-10.00
Charges for Exhibit Areas: Same
Net Exhibit Space: 7,056 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, swimming

LANSING

Airlines: Capital; North Central
Railroads: Gd. Tk.; N.Y.C.; C. & O.

AUDITORIUM

Civic Center

505 W. Allegan St. (Phone: IV 5-7118)
Manager: Charles A. Ziogas
Exhibit Areas: Exhibition Hall, 31,265 sq. ft.; Main Auditorium, 26,808 sq. ft.; Small Auditorium, 5,936 sq. ft.
Rental Fees and Services: Exhibition Hall: $350; Main Auditorium: $600; Small Auditorium: $100. Rates for 8 a.m. to midnight
Floor Load: Unlimited
Ventilation: Partially air-conditioned
Ceiling Height: Main Aud.—50'; Exh. Hall—11' 4"; Small Aud.—15' 6"
PA System: Yes
Dimensions, Opening to Exhibit Hall: Ramp entrance, 12 ft. wide, 11½ ft. high
Elevators and Capacities: Two, 2,500 lbs. and 25,000 lbs.
Columns: Exhibition hall only 23½ ft. apart
Utilities: 110 volts—single phase, 216 volts—three phase, 4 wire; water, sewage
Loading Facilities: Stage loading dock, ramp to exhibition hall
Storage Areas: 1,000 sq. ft. adjacent to exhibition hall
Meeting Rooms and Capacities: 6 committee rooms, 75 persons each; Main Auditorium, 6,100; Small Auditorium, 850; Dining Room, 550
Facilities for Food Functions: Three kitchens for banquets for 2,000
Parking Facilities: Lot for 250 cars. 1800 within one block
Distance from Business District: Two blocks

In
GRAND RAPIDS, MICH.



Service plus superb meeting-room facilities insure the success of your meeting at The Manger. Every detail is handled with care, precision and foresight by an experienced, helpful staff. Air-conditioned function rooms accommodate up to 600—with efficient Manger *service* at every step!

For details, contact William H. Davies, Mgr., The Manger Hotel, Michigan St. & Monroe Ave., Grand Rapids, Mich. Phone: Glendale 9-0101, Teletype. GR-330

MICHIGAN
Lansing continued

Olds Hotel

123 W. Michigan (Phone: Iv 5-9155)
Manager: Olds Anderson
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 14 suites available)
Air Conditioning: Most bedrooms, all banquet halls, meeting rooms
Convention Rates: Single: 6.50-10.00; Double: 8.00-12.00; Suites: 16.00-26.00. Euripean
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 up
Charges for Exhibit Areas: 7.50 up
Net Exhibit Space: Vary
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available

MACKINAC ISLAND

Railroads: Penna.; N.Y.C.; Steamers: Geo. Bay Line; C. & B. Line; D. & C. Line; Ferries from Mackinaw City & St. Ignace
Airlines: Served through CAP to Pellston

Grand Hotel (HSMA)

See Advertisement, Page 124

(Phone: VIking 7-3331)
Manager: N. C. Bicking
Sales Manager: R. D. Musser
Convention Season: June to Sept.
Largest Group Accommodated: 550 (300 rooms, 20 suites available)
Air Conditoning: 2 banquet rooms



Convention Rates: Single: 18.00; Double 15.50-19.00; Parlors: 15.00-25.00. American
No. Mtg. Rms. & Capacity of Largest: 7 (850)
No. Banquet Rms. & Capacity of Largest: 2 (1,250)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Nominal charge for commercial exhibit
Audio-Visual Aids: PA system, spotlights, two 16mm, one 35mm slide projectors
Sports Facilities: Everything except fishing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

MUSKEGON

Railroads: C. & O.; G.T.; M.R. & N.; Penna.
Airlines: CAP

Occidental Hotel

3rd & Western (Phone: 2-2611)
Manager: E. R. Sweat, Jr.
Convention Season: All year
Largest Group Accommodated: 500 (330 rooms and 7 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 4.75-7.25; Double: 6.25-8.50; Suites: 15.00-75.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 7.00 to 50.00
Net Exhibit Space: 3,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (30'x12')
Sports Facilities: Swimming, golf

SAGINAW

Railroads: Gd. Tk.; C. & O.; N.Y.C.
Airlines: CAP

Bancroft Hotel

Genesee & Washington Aves. (Phone: PL 5-7751)
Manager: J. James Ruttman
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms available)
Convention Rates: Single: 5.50-8.50; Double: from 8.50; Suites: from 25.00
No. Mtg. Rms. &Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 8 (650)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.40; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Audio-Visual Aids: PA system, spotlights, closed circuit TV
Stage: Yes

SOUTH HAVEN

Sleepy Hollow Beach

See Advertisement, Page 124

(Phone: 1440)
Manager: B. G. Gatrell
Sales Manager: Oscar Katov
Convention Season: May, June, Sept.
Largest Group Accommodated: 300 (35 rooms, 55 suites available)
Air Conditioning: Banquet halls

Convention Rates: Single: 10.00-14.00; Double: 15.00-18.00; Suites: 20.00-35.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50-5.00
Liquor: Setups provided
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: 16mm sound projector, PA system
Stage: Yes (12'x12')
Sports Facilities: Swimming-pool, beach, tennis, shuffleboard, archery, golf, badminton, volleyball, horseshoes

MINNESOTA

BEMIDJI

Railroads: Gt. N.; Nor. Pac.; M.St.P.&S.S.M.
Airlines: NOR

Ruttger's Birchmont Lodge

(Phone: PL 1-1630)
Manager: Don Ruttger
Convention Season: June and September
Largest Group Accommodated: 160 (29 rooms, 28 cottages available)
Convention Rates: Single: 12.00-14.00; Double: 25.00; Suites: 30.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (265)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm slide and 16mm sound projectors
Stage: Available
Sports Facilities: Golf, tennis, shuffleboard, sailing, water skiing, surf boarding, riding, trap shooting, fishing

BRAINERD

Railroads: Nor. Pac.
Airlines: NOR

Island View Lodge

Gull Lake, Box 141 (Phone: Brainerd 2897)
Manager: Mr. & Mrs. E. B. Curry
Convention Season: June and first two weeks in September
Largest Group Accommodated: 80 (40 rooms, 26 cottages available)
Convention Rates: Single: 14.00; Double 24.00. American
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (115)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Not served in hotel; setups available
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 950 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, 8mm, 16mm sound, 35mm slide projectors
Sports Facilities: Fishing, canoeing, sailing, swimming, volleyball, tennis, golf, shuffleboard, motor boating



Stage: 30 ft. ov 14 ft.

Columns: None

Madden Lodge

Route 6 (Phone: 2874)
Manager: W. J. Madden
Convention Season: May 27 to July 1, Aug. 24-Sept. 15
Largest Group Accommodated: 600 (300 rooms, 4 suites available)
Convention Rates: Single: 16.00-24.00; Double: 24.00-28.00; Suites: 40.00. American
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner 3.75
Liquor: Not served in hotel but served at golf course
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 15.00 for 8 ft. area
Net Exhibit Space: 2,100 sq. ft.; 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboard, easels, 16mm sound projector
Stage: Available
Sports Facilities: Golf, swimming, fishing, tennis, shuffleboard, trap shooting, surf board riding

Roberts Pine Beach Resort

Route #6 (Phone: 2811)
Manager: G. L. Goatting
Convention Season: June, July, Aug. & Sept.
Largest Group Accommodated: 140 (60 rooms, 3 suites available)
Convention Season: June, July, Aug., & Sept.
Convention Rates: Single: 11.00-14.00; Double: 22.00-28.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.75; Dinner: 3.00
Liquor: Not served in hotel; cocktail parties and setups available
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound, 35mm slide projectors, chalkboards
Stage: Available
Sports Facilities: Waterskiing, golf, tennis, boating, trap shootng, fishing, horseback riding

DEERWOOD

Railroads: Nor Pac.

Ruttger's Bay Lake Lodge

(Phone: Deerwood 4290)
Manager: Alec and Jack Ruttger
Sales Manager: Same
Convention Season: May 25-July 1; Aug. 25- Sept. 15
Largest Group Accommodated: 150 (70 rooms available)
Convention Rates: 11.00 a day per person. American plan in convention season
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound and 8mm projectors
Stage: Available
Sports Facilities: Golf, tennis, swimming, horseback, fishing, sailing, canoeing

DULUTH

Railroads: Nor. Pac.; Gt. Nor.; D.S.S. & At.; D.M. & I.R.; C. & N.W.; C.M. St. P. & P.; D.W. & P.; M. St. P. & S.S.M.
Airlines: NOR

Hotel Duluth

231 East Superior St. (Phone: RAndolph 7-4577)
Manager: C. R. Schiek
Convention Season: All year
Largest Group Accommodated: 800 (400 roms, 30 suites available)
Convention Rates: Single: 5.00-8.00; Double: 8.00-12.50; Suites: 16.50-40.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.85; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,722 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screen
Stage: Available

MINNEAPOLIS

Railroads: Burl.; C. Gt. W.; C.M. St. P. & P.; C. & N.W.; Gt. Nor.; M. & St. L.; Soo line; Nor. Pac.; C.R.I. & P.; M.A. & C.R.; M.E.; M.N. & S.; M.T.; M.W.
Airlines: BNF, CAP, EAL, NOR, NWA, OZA, WAL

CONVENTION BUREAU

Minneapolis Convention & Visitors Bureau
711 2nd Ave., South (2)
Julius L. Perlt, Manager

AUDITORIUM

Minneapolis Municipal Auditorium

Grant St. and 3rd Ave., S. (Phone: FE. 3-1217)
Co-Managers: Atwood A. Olson and Melvin Dahl
Exhibit Areas: Main Arena, 25,000 sq. ft.; lower exhibition hall, 30,500 sq. ft.; West Hall, 11,000 sq. ft.
Rental Fees and Services: $500 to $650; includes heat, light, cleaning
Floor Load: Main Aud., 200 lbs. per sq. ft. balance unlimited; Ventilation: Air Cooled
Ceiling Height: Main Aud., 82 ft.; Exhib. Hall, 16 ft. PA System: Western Electric
Dimensions, Opening to Exhibit Hall: 9 ft. 10 in. by 10 ft. 9 in.
Elevators and Capacities: Four freight, 3,000 lbs.
Columns: Lower exhibition hall only, 32 columns 23½ by 32 ins.
Utilities: 110 and 220 AC current, water, gas
Loading Facilities: Drive ramp to basement, loading dock for 1st floor
Storage Areas: Corridors and ramps
Meeting Rooms and Capacities: Four rooms, 40 to 200
Facilities for Food Functions and Banquet Capacity: Own concessioneire can serve 500; outside caterers can feed 3,000
Parking Facilities: 6 Lots within 1 block area
Distance from Business District: Six blocks

Curtis Hotel

10th St. 3rd Ave. (Phone: FE 3-5144)
Gen. Manager: C. Chas. Melony
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.50-8.50; Double: 8.00-13.50; Suites: 13.00-28.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Charges for Exhibit Areas: None if meals served
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available

Hotel Dyckman (HSMA)

6th St. bet. Henn. & Nicollet (Phone FE 2-7244)
Manager: Morris G. Levy, Jr.
Sales Manager: William Nuerge, Jr.
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 12 suites available)
Air Conditioning: 175 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 7.00-10.00; Double: 9.50-16.00; Suites: 25.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (800)
No. Banquet Rms. & Capacity of Largest: 13 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00
Charges for Exhibit Rms.: 50.00 per day
Net Exhibit Space: 17,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens, easels, blackboards. Projectors can be rented
Stage: Yes

Leamington Hotel (HSMA)

3rd Ave. 10th & 11th Sts. (Phone: Federal 3-6161; Teletype: MP 512)
Manager: E. William Benson
Sales Manager: Grant Baere
Convention Season: All year
Largest Group Accommodated: 900 (450 rooms, 60 suites available)
Air Conditioning: Banquet and meeting rooms, 300 bedrooms
Convention Rates: Single: 8.00-12.00; Double: 12.00-18.00; Suites: 18.00-75.00. European
No. Mtg. Rms. & Capacity of Largest: 30 (3,000)
No. Banquet Rms. & Capacity of Largest: 30 (2,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 32,000 sq. ft. on two floors
Audio-Visual Aids: All types of projectors available, PA system, spotlights
Stage: Yes (flexible)

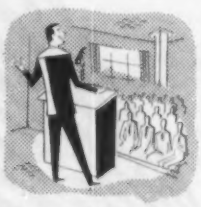
Hotel Pick-Nicollet (HSMA)

See Advertisement, Page 125

Nicollet and Washington Sts. (Phone: FE 3-3177, Teletype-MP 33)
General Manager: Thomas P. Ryan
Sales Manager: M. A. Donohue
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 25 suites available)
Air Conditioning: 120 bedrooms, all banquet and meeting rooms

The 'Pick' of **MINNEAPOLIS**

The Pick-Nicollet



NICOLLET AND WASHINGTON STREETS

- 600 Guest Rooms and Executive Suites
- All Public Rooms Air-Conditioned

Thomas P. Ryan, *General Manager*
M. A. Donohue, *Sales Manager*

AN ALBERT PICK HOTEL

New and Larger Facilities for

- **CONVENTIONS**
- **MEETINGS**
- **PARTIES**
- **BANQUETS**

18 function rooms, including the newly created Walnut Room, offer the city's finest accommodations for as many as 1500. Write for full details or

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Teletype MP-33

MINNESOTA
Minneapolis cotinued

Convention Rates: Single: 8.50-12.50; Double: 10.50-16.00; Suites: 25.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 18 (1,500)
No. Banquet Rms. & Capacity of Largest: 18 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 26,559 sq. ft. 15,838 sq. ft. on second floor
Audio-Visual Aids: PA system, spotlights. Projectors are rented
Stage: Yes (portable)
Sports Facilities: Golf, swimming, skating, tennis

Radisson Hotel (HSMA)

See Advertisement, Page 126

45 South Seventh St. (Phone: Federal 3-2181) (Telegraph: MP 423)
Manager: Louis Torok
Sales Manager: Thomas J. FitzGerald
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms, 14 suites available)
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Convention Rates: Single: 6.50-12.50; Double: 9.50-16.00; Twins: 13.50-20.50; Suites: 27.50-60.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,600)
No Banquet Rms. & Capacity of Largest: 12 (1,200)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-250.00
Charges for Exhibit Areas: 10.00 to 250.00
Net Exhibit Space: 18,000 sq. ft. on one floor. 4,650 separate area
Audio-Visual Aids: PA system, spotlights, screens, blackboards, rostrums
Stage: 30 ft. oy 14 ft.
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

MOOREHEAD

Railroads: Nor. Pac.; Gt. Nor.

Frederick Martin Hotel (HSMA)

403 Center Ave. (Phone: 3-2466)
General Manager: LaMarr Bittlinger
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 9 suites available)
Air Conditioning: Banquet and meeting rooms, entire second floor
Convention Rates: Single: 5.00; Double: 8.00; Suites: 15.00
No. Mtg. Rms. & Capacity of Largest: 3 (600)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: from .80; Lunch: from 1.10; Dinner: from 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 4,280 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Swimming, golf

ROCHESTER

Railroads: C. & N.W.; C. Gt. W.
Airlines: BNF, NWA, OZA

AUDITORIUM

Mayo Civic Auditorium

30 2nd Ave. S.E. (Phone: ATlas 9-3963)
Manager: Cal Smith
Exhibit Areas: Arena, 15,655 sq. ft.
Rental Fees and Services: Depends on event
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 32 ft.
PA System: Altec-Lansing
Dimensions, Opening to Exhibit Hall: 8'10" by 10 ft.
Columns: None
Utilities: Water, gas, light, drainage, steam, AC 110, 220V
Storage Areas: None
Meeting Rooms and Capacities: North Hall, 350; South Hall, 125; Theater, 1,480, Arena: 5,000
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 1,400
Parking Facilities: Large lot adjacent
Distance from Business District: Two blocks

The Kahler Hotel (HSMA)

20 Second Ave., S.W. (Phone: AT 2-2581)
Pres. & Gen. Mgr.: Roy Watson, Jr.
Sales Manager: Earl L. Jorgensen
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms, 363 bedrooms
Convention Rates: Single: 7.50-17.50; Double: 11.00-23.00; Suites: 28.75-50.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.65 plus tip; Lunch: 1.75 plus tip; Dinner: 2.75 plus tip
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary, depending on room business
Charges for Exhibit Areas: 15.00 (8 x 10) booth
Net Exhibit Space: 3,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, flip charts, slide projector, blackboard, 16mm projector
Stage: Available
Sports Facilities: Golf, tennis, swimming, baseball, hockey, basketball nearby

ST. PAUL

Railroads: Burl.; C. Gt. W.; C. & N.W.; C.M. St. P. & P.; C.R.I. & P.; Gt. Nor.; Nor. Pac.; M. & St. L.; M. Ct. P. & S.S.M.; M.T.
Airlines: BNF, CAP, NOR, NWA, OZA, WAL

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Welcome to THE GREATER Radisson MINNEAPOLIS hotel

- 700 luxurious guest rooms and unusual suites
- All guest rooms and suites air conditioned
- Free color TV in every suite
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- 750 car connecting garage (completed)
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- Ballroom conference facilities for 3,255
- 10 other conference rooms for 1,085
- 24,138 square feet exhibition space on mezzanine
- Escalator service to mezzanine
- Modern public address system and closed circuit TV
- ALL convention facilities on one floor
- FREE visual aids supplied
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1145 19th Street N. W.
Phone: EXecutive 3-6481

IN MIAMI
LEONARD HICKS, JR.
7630 Biscayne Blvd., Suite III
Phone: PLaza 4-1667

IN DETROIT
ALLEN LONSTRON
1701 Cass Ave.
Phone: WOodward 2-2700

IN CHICAGO
JOE DANIELS
505 North Michigan Ave.
Phone: MOhawk 4-5100

THOMAS J. MOORE, *President*
LOUIS L. TOROK, *Manager*
TOM FITZGERALD, *Sales Manager*

It's service as usual during the Greater Radisson remodeling and new construction program which will provide the most outstanding hotel and convention facilities in the Upper Midwest.

Convention Rates: March-Sept.—Single: 8.00-18.00; Double: 10.00-18.00; Suites: 20.00-28.00. Oct.-Feb.

GULFPORT

CONVENTION BUREAU

St. Paul Convention Bureau
356 Cedar St. (1)
John B. Marshall, Manager

AUDITORIUM

Saint Paul Auditorium
143 West 4th St. (Garfield 7361)
Manager: Edward A. Furni
Exhibit Areas: Arena, 47,000 sq. ft.; Exhibition Hall, 54,000 sq. ft.
Rental Fees and Services: $650 per day or session, or $275 plus cost of opening and operating; includes all services except attendants
Floor Load: Arena, 800 lbs. per sq. ft.; Exhibition Hall, unlimited
Ventilation: Good
Ceiling Height: Arena, 60 ft.; Ex. Hall, 17 ft.
PA System: Altec-Lansing
Dimensions, Opening to Exhibit Hall: Arena, 11.5 ft. high by 40 ft.; Ex. Hall, 17 ft. high by 13 ft.
Elevators and Capacities: One, 6,000 lbs.
Columns: 25 ft. centers
Utilities: AC and DC 110-220
Storage Areas: Adequate
Meeting Rooms and Capacities: Theater, 2,801; Stem Hall, 1,250; Ramsey Hall, 550; two small halls, 150 each; 14 committee rooms
Facilities for Food Functions and Banquet Capacity: Refreshment service; caterers can stage banquet for 4,000
Parking Facilities: Adequate adjacent lots
Distance from Business District: Three blocks

Hotel Lowry (HSMA)

4th & Wabasha (Phone: CApitol 2-6611)
Manager: John P. Cooney
Sales Manager: Vincent J. Long
Convention Season: All year
Largest Group Accommodated: 500 (225 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.50-12.00; Double: 9.00-14.00; Suites: 25.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of largest: 3 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Avg. 7.50 per booth per day
Net Exhibit Space: 10,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights,
Stage: Available

St. Paul Hotel

363 St. Peter St. (Phone: Capital 2-4114, TWX-STP 680)
Manager: William C. Wolf
Sales Manager: Vincent Long
Convention Season: All year
Largest Group Accommodated: 860 (250 rooms and 20 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms and suites
Convention Rates: Single: 7.00-12.00; Double: 10.00-20.00; Suites: 24.00-50.00
No. Mtg. Rms. & Capacity of Largest: 7 (950)
No. Banquet Rms. & Capacity of Largest: 7 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: TV and movie equipment, PA system, spotlights, closed circuit TV
Stage: Available

MISSISSIPPI

BILOXI

Railroads: Lv. & N.; Ill. Cent.
Airlines: NAL, SOU

OVERLOOKING THE GULF
the Buena Vista
BEACH HOTEL and MOTEL



MEETING SPACE FOR 1500 — HOUSING FOR 800

145 CONVENTIONS A YEAR CAN'T BE WRONG

250 hotel rooms and suites and 84 new, modern motel units right on the Gulf . . . Nine conference rooms, seating 50 to 1500 . . . Banquet rooms for 25 to 1000 . . . Huge beach swimming pool . . . Varied recreational program and entertainment . . . Experienced convention staff. For details,

JIMMIE LOVE, General Manager Write Convention Manager.

BILOXI MISSISSIPPI



Everything you need for a bang-up convention

on MISSISSIPPI'S

Gulf Coast

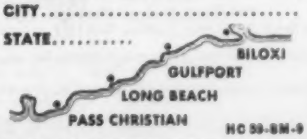
The Dixieland Riviera

Your next convention will go over with a bang here on the Mississippi Gulf Coast—the Dixieland Riviera. Ample, modern accommodations among the old-world charm of forts, homes, gardens, and customs . . . 5000 rooms in modern beach-front hotels and motels . . . meeting rooms for 20 to 1800. Banquet rooms for 1000 . . . 5 of America's top golf courses . . . swim, fish, sail in fresh or salt water . . . Free parking . . . 60 minutes drive from New Orleans or Mobile . . . Air service, too.

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Fill in and mail to the Chamber of Commerce of any of these cities for our full convention story . . .

NAME.....
BUSINESS.....
ADDRESS.....
CITY.....
STATE.....



HC 59-BM-9

MISSISSIPPI

Biloxi continued

Buena Vista Beach Hotel and Motel (HSMA)

See Advertisement, Page 127

Central Beach Blvd. (Phone: Idlewood 6-5511, Tel. TWX (163)
Manager: Jimmie Love
Sales Manager: Juanita Baltar
Convention Season: All year
Largest Group Accommodated: 600 (285 rooms, 27 suites available) and 84 motel units
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-9.50; Double: 10.50-20.00; Suites: 20.00-50.00. European Plan
No. Mtg. Rms. & Capacity of Largest: 9 (1,700)
No. Banquet Rms. & Capacity of Largest: 9 (1,000)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel and motel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Swimming, golf, fishing, sailing, Gulf cruises, ping pong, and shuffleboard
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Sun-n-Sand Hotel Court

See Advertisement, Page 128

West Beach Blvd. (Phone: IDlewood 2-1551; Teletype: Biloxi 389)
Manager: Ben Bass
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: March-Sept.—Single: 8.00-18.00; Double: 10.00-18.00; Suites: 20.00-28.00. Oct.-Feb. —Single: 7.00-15.00; Double: 9.00-18.00; Suites: 12.00-22.00. European. American plan rates are quoted to groups of 20 or more on request
No. Mtg. Rms. & Capacity of Largest: 4 (225)
No. Banquet Rms.: 4
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 100.00
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Available
Sports Facilities: Golf, boating, water skiing, deep sea fishing, sailing, swimming, tennis, shuffleboard

The White House, Hotel and Motel

West Beach Blvd. (Phone: Idlewood 6-4343, Tel. TWX 163)
Manager: C. J. Nichols
Sales Manager: Juanita Baltar
Convention Season: All year
Largest Group Accommodated: 300 (115 rooms, 3 suites available) plus 8 motel units and 20 cottages
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50-7.50; Double: 8.50-12.50; Suites: 17.50-27.50. European
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 2,200 sq. ft. on one floor; 1,000 sq. ft. separate area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Gulf beach, golf, shuffleboard, all water sports

EDGEWATER PARK

Airlines: Served through Gulfport

Edgewater Gulf Hotel

See Advertisement, Page 128

(Phone: UN-41312)
Manager: Frank Fagan
Sales Manager: Nan Meisner
Convention Season: All year
Largest Group Accommodated: 450 (225 rooms, 18 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 14.00-18.00; Double: 26.00-30.00; Parlors: 12.00 extra. American
No. Mtg. Rms. & Capacity of Largest: 11 (750)
No. Banquet Rms. & Capacity of Largest: 11 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Not served
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 9,869 sq. ft.; 2,869 sq. ft. separate area
Audio-Visual Aids: PA system, spotlights, 16mm. View-Graph and Vu-Lyte projectors
Stage: Available
Sports Facilities: Golf, swimming, tennis, shuffleboard, badminton, horseshoe pitching and softball
Hotel Representatives: Robert F. Warner Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

GULFPORT

Railroads: L. & N.; I.C.
Airlines: NAL, SOU

Markham Hotel

Beach Blvd. (Phone: UN 4-2121)
Manager: Al Evans
Sales Manager: Charlie Miller
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 16 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-9.00; Double: 8.00-14.00; Suites: 21.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Available for private groups
Net Exhibit Space: 3,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors available
Stage: Available
Sports Facilities: Swimming, golf, fishing, water skiing, riding

JACKSON

Railroads: Ill. Cent.; G.M. & O.
Airlines: DAL, SOU, TTA

AUDITORIUM

Jackson Municipal Auditorium

125 S. Congress St. (Phone: 2-3818)
Manager: George T. Kurts
Exhibit Areas: 8,100 sq. ft.
Rental Fees: $150 to $200 per day
Floor Load: Unlimited
Ventilation: Blower system
Ceiling Height: 30 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: Triple doors, standard width
Utilities: All required
Loading Facilities: Ramp to doors
Storage Areas: Limited
Meeting Rooms: None
Facilities for Food Functions: Can feed catered lunch to 800
Parking Facilities: Limited
Distance from Business District: In center city

King Edward Hotel (HSMA)

235 W. Capitol (Phone: 2-7741, Tel. TWX-JN 182)
Manager: E. Bill Green
Sales Manager: George Sturm
Convention Season: All year
Largest Group Accommodated: 850 (400 rooms, 24 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-10.00; Double: 8.00-12.00; Suites: 15.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 17 (850)
No. Banquet Rms. & Capacity of Largest 17 (650)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Dry state—customers may bring their own
Charges for Mtg. Rms.: 15.00 to 100.00
Charges for Exhibit Areas: 150.00
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens, closed circuit TV
Stage: Yes (flexible)
Sports Facilities: Golf, tennis, swimming pool, riding, badminton, hunting, fishing



"When Haskel heard of this Restaurant Operators Convention he took every precaution with his recipes"

Complete Convention Facilities

Sun-n-Sand
HOTEL COURT AAA

OVERLOOKING THE GULF OF MEXICO
Write, Wire or Phone Collect if You Prefer
Ben Bass, General Manager
West Beach, Biloxi, Miss. • Phone ID 2-1551 • TWX 389

Just halfway between Chicago and Miami on The fabulous Mississippi Gulf Coast
Another Dumas Milner Adventure in Hospitality

The South's Finest Resort
Edgewater Gulf HOTEL
Overlooking the Gulf of Mexico
Midway Between Gulfport & Biloxi
EDGEWATER PARK, MISS.



FEATURING EXCELLENT NEW CONVENTION HALL TO ACCOMMODATE 700 DELEGATES

Everything under one roof — meeting rooms for small, Regional or large National groups, banquet and dining facilities. Beach — swimming pool — private 18-hole Championship golf course — dancing — planned entertainment. We specialize in personalized attention!

Johnny Revolta, winter golf pro
Write: FRANK FAGAN, Manager
N. MEISNER, Sales and Convention Mgr.

Heidelberg Hotel

131 E. Capitol St. (Phone: FLeetwood 2-6571)
Manager: Alvin L. Grubbs
Sales Manager: Ed Van Zandt
Convention Season: All year
Largest Group Accommodated: 485 (200 rooms, 26 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-9.00; Double: 9.00-12.00; Suites: 18.00-35.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (1,500)
No. Banquet Rms. & Capacity of Largest: 8 (1,100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00 up; Dinner: 3.00
Liquor: Not sold in hotel
Charges for Exhibit Areas: .05-.10 per sq. ft.
Charges for Mtg. Rms.: None
Net Exhibit Space: 13,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

MERIDIAN

Railroads: Ill. Cent.; G.M. & O.; M. & B.R.; So. Ry.
Airlines: DAL

Lamar Hotel

5th St. and 21st. Ave. (Phone: 8161)
Manager: Robert H. Worth
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms, 7 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-7.50; Double: 7.50-11.50; Suites: 13.50-20.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 2 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Charges for Mtg. Rms.: 10.00 to 25.00
Net Exhibit Space: 1,100 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

OCEAN SPRINGS



Gulf Hills
DUDE RANCH & COUNTRY CLUB
OCEAN SPRINGS, MISS.

Secluded Yet Convenient

So secluded folks can't stray from meetings, yet complete facilities offer wonderful fun between meetings and after hours.

18-hole golf course, fishing, heated pool, horseback riding, tennis, shuffleboard and other sports . . . plus wonderful meals . . . all included in one low rate, $12 to $16 per person.

Write or phone for complete information on BUSINESS MEETING FACILITIES

Dick and Gladys Waters, Proprietors
Ralph G. Deuel, General Manager

Phone—Ocean Springs, TRinity 5-4211
Chicago, NAtional 5-8200

Railroads: L. & N.
Airlines: Southern, National to Gulfport.

Gulf Hills Dude Ranch & Country Club (HSMA)

See Advertisement, Page 129

(Phone: TRinity 5-2211)
Manager: Dick Waters
Sales Manager: Ralph Deuel
Convention Season: All year except Mar. and April
Largest Group Accommodated: 200 (90 rooms and 10 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 16.00-20.00; Double: 26.00-34.00; Suites: 30.00 to 46.00. American
No. Mtg. Rms. & Capacity of Largest: 5 (225)
No. Banquet Rms. & Capacity of Largest: 4 (225)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Charges for Exhibit Areas: None
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: Screen, PA system, spotlights, 16mm sound projector, 35mm slide projector
Stage: Yes (25'x20')
Sports Facilities: 18-hole golf course, pool, riding, boating, fishing, water skiing, tennis, shuffleboard, badminton, archery

PASAGOULA

Railroads: L&N, M&E

Longfellow House

Beach front (Phone: So 2-1122; Telegraph: TWX 361)
Manager: T. O. Green
Convention Season: All year
Largest Group Accommodated: 100 (40 rooms, 10 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single and double: 17.00; Suites: 17.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (75)
No. Banquet Rms. & Capacity of Largest: 2 (55)
Group Meal Rates: Breakfast: 1.65; Lunch: 1.90; Dinner: 3.90
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,320 sq. ft. (included in meeting rooms)
Audio-Visual Aids: PA system, spotlights
Stage: None
Sports Facilities: Golf course, swimming pool (heated in winter), tennis, fishing pier, badminton, croquet, shuffleboard

MISSOURI

EXCELSIOR SPRINGS

Railroads: C.R.I. & P.; Wab.; C.M. St. P. & P.

Elms Hotel

See Advertisement, Page 15

Elms Boulevard (Phone: ME 7-2181)
Manager: James M. Griffin
Sales Manager: John D. Hayzlett
Convention Season: All year, except July and August
Largest Group Accommodated: 300 (150 rooms, 4 suites available)
Air Conditioning: Banquet halls, some bedrooms
Convention Rates: Single: 15.00; Double: 26.00; Suites: 25.00 to 40.00. American
No. Mtg. Rms. & Capacity of Largest: 8 (300)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,813 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes
Sport Facilities: Tennis, archery, croquet, horseback riding, swimming, golf, badminton

The Oaks Hotel

See Advertisement, Page 15

109 S. Street (Phone: Medford 7-2151)
Manager: Roy A. Takeda
Convention Season: All year
Largest Group Accommodated: 100 (70 rooms available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 3.50 to 6.00; Double: 5.00 to 8.00; Suites: 10.00
No. Mtg. Rms. & Capacity of Largest: 3
No. Banquet Rms. & Capacity of Largest: 3
Group Meal Rates: Breakfast: 1.25; Lunch: 1.25; Dinner: 1.50
Liquor: Yes
Charges for Mtg. Rms.: None if convention headquarters
Charges for Exhibit Areas: None if convention headquarters
Net Exhibit Space: 1,754 sq. ft. on one floor

JOPLIN

Railroads: A.T. & S. Fe.; Frisco Sys.; Mo. Pac.; M.K. & T.; K.C. So.; M. & A.
Airlines: AAL, CEN, OZA

Connor Hotel

4th & Main (Phone: MAyfair 3-5100)
Manager: Steve Howard
Convention Season: All year
Largest Group Accommodated: 450 (275 rooms, 15 suites available)
Air Conditioning: 3 banquet and meeting rooms, 125 bedrooms
Convention Rates: Single: 4.00-5.00; Double: 5.50-7.00; Suites: 12.00-14.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (275)
Group Meal Rates: Breakfast: .75 to 1.50; Lunch: .85-2.00; Dinner: 1.50-4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlight, screens

KANSAS CITY

Railroads: Santa Fe; Burl.; G.M. & O.; C. Gt. W.; C.M. St. P. & P.; Frisco; K.C. So.; M.K. & T.; Mo. Pac.; Wab.; U.P.; R.I. & P.; K.C. K.V.; Str.
Airlines: BNF, CEN, CAL, DAL, FAL, OZA, TWA, UAL

CONVENTION BUREAU

Convention & Visitors Bureau
1030 Baltimore Ave. (5)
E. L. Pavel, Manager

AUDITORIUMS

Municipal Auditorium

1310 Wyandotte (HA 1-8000)
Manager: Clarence B. Hoff, Director
Exhibit Areas: Exhibition Hall, 90,000 sq. ft.
Rental Fees: Vary according to usage
Floor Load: Unlimited Ventilation: Air Conditioned
Ceiling Height: 11 ft. and 25 ft. PA System: Available
Dimensions, Opening to Exhibit Hall: Truck door
Columns: 4 ft. sq. and 5 ft. sq.
Utilities: 110-215 volt, 3 phase AC; water, gas, steam
Loading Facilities: Direct to booth
Storage Areas: 25,000 ft. adjoining
Meeting Rooms and Capacities: 26 to seat from 25 to 425
Facilities for Food Functions: No kitchen but can seat 3,000 at banquet
Parking Facilities: 2,300 cars can park in immediate vicinity
Distance from Business District: Three blocks

Kansas City Municipal Stadium

2128 Brooklyn Avenue
Manager: B. E. Musgrave
Exhibit Areas: 120,000 sq. ft.
Rental Fees and Services: Percentage of gate with minimum; include all utilities, personnel
Floor Load: Unlimited
Ventilation: Open
PA System: 700 Watt, Cube speakers
Dimensions, Opening to Exhibit Hall: 12 ft. in width
Columns, Location and Dimensions: None in exhibit area
Current and Utilities Available: 200 V, gas, water
Loading Facilities: Ground loading for 30 people
Number of Meeting Rooms and Capacities: One
Railroad Sidings: 2 blocks away

KANSAS CITY, MO.

has the *Finest* Convention and Sales Meeting Facilities *in America!*

GRAND BALLROOM . . . meeting capacity 1000 . . . air conditioned . . . lift from street for automobiles or heavy equipment.

COLONIAL BALLROOM . . . meeting capacity 500.

IN ADDITION . . . 22 private Dining and Meeting Rooms accommodating 20 to 200 guests.

FIVE DISTINCTIVE . . . . . PUBLIC DINING ROOMS.

100% AIR CONDITIONED . . . . Less than 999 luxurious Guest Rooms . . . 150 combinations of expandable suites, two to five rooms . . . special motor entrance . . . adjacent parking for 5100 cars.

Write for Brochure



Hotel Muehlebach and **MUEHLEBACH TOWERS**

12th STREET AT BALTIMORE AND WYANDOTTE
KANSAS CITY 5, MISSOURI

Barney L. Allis, President
M. F. Landon, Sales Manager
TELETYPE KC 530

MISSOURI

St. Louis continued

Facilities to Handle Food Functions: Concessionaire, kitchen
Parking Facilities: Off street facilities for 6,000 cars
Distance from Business District: 15 blocks

The Aladdin Hotel

1213 Wyandotte St. (Phone: Victor 0371)

Manager: Ralph Pellow
Sales Manager: W. R. Warren
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms and 10 suites available)
Convention Rates: Single: 4.00 to 8.00; Double: 6.00 to 10.00; Suites: 18.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Group Meal Rates: Breakfast: .75 to 1.00; Lunch: from 1.50; Dinner: from 2.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system
Stage: Available

Hotel Continental (HSMA)

11th & Baltimore (Phone: HA 1-6040)

Manager: Noel Daniell
Sales Manager: Clint Wallington
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms and 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: from 6.50; Double: from 9.00; Suites: 22.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms.: 9
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 12.50 to 125.00
Charges for Exhibit Areas: 12.50 to 125.00
Net Exhibit Space: 10,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Swimming pool in hotel
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Outstanding—for Your Kansas City Convention



- 400 "comfortized" air-conditioned rooms—18 suites—free radio and running ice water in every room.
- 2nd Floor expressly designed for your needs—especially equipped conference and dining rooms.
- Main ballroom capacity—Meeting 800—Dining 600—Junior ballroom & Aztec room 250. Closed circuit telecast facilities available. Drum Room & bar featuring famous cuisine and entertainment.
- Ideal location in the heart of Kansas City. 6 min. from Union Station & Municipal Airport. 1 block from Municipal Auditorium. Garage & parking facilities adjacent.

• for illustrated brochure write: Convention & Catering Dept.

HOTEL President

14th & Baltimore • Kansas City, Mo.

Hotel Muehlebach and Towers (HSMA)

See Advertisement, Page 130

12th St. Baltimore to Wyandotte (Phone: GR 1-1400; Teletype: KC530)
Manager: Barney L. Allis
Sales Manager: M. F. Buddy Landon
Convention Season: All year
Largest Group Accommodated: 1,200 (450 rooms, 150 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.50; Double: 12.00; Suites: 25.00-75.00, European
No. Mtg. Rms. & Capacity of Largest: 24 (1,000)
No. Banquet Rms. & Capacity of Largest: 24 (850)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 10,175 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projection booth, screens
Stage: Available

Phillips Hotel (HSMA)

12th & Baltimore (Phone: GR 1-5020)
Managing Director: Robert L. Phillips
Sales Manager: Ray Maher
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.75-11.00; Double: 10.75-14.00; Suites: 21.50-36.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (260)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Nominal
Charges for Exhibiting Areas: Vary
Net Exhibit Space: 2,070 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

New Pickwick Hotel

727 McGee St. (Phone: GR 1-5100)
Manager: M. Corson
Sales Manager: C. J. Cattanach
Convention Season: All year
Largest Group Accommodated: 900 (400 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50-7.50; Double: 6.35-9.35; Suites: 14.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: from 7.50
Charges for Exhibit Areas:
Net Exhibit Space: 9,876 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen, 8mm, 16mm projectors
Stage: Available

Hotel President

See Advertisement, Page 130

14th & Baltimore (Phone: GR 1-5440)
Sales Manager: Harold Bosworth
Manager: Frank J. Dean
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 18 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.25-9.75; Double: 10.25-15.00; Suites: 26.00-50.00, American
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 14 (600)
Group Meal Rates: Breakfast: 2.00 up; Lunch: 2.25 up; Dinner: 3.25 up
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 7,470 sq. ft. on 2 floors
Audio-Visual Aids: PA system, spotlights. Projectors can be obtained

Convention Rates: Single: from 7.00; Double: from

Largest Group Accommodated: 200 (350 rooms

Stage: Available
Sports Facilities: Golf, horseback riding

ST. JOSEPH

Railroads: A.T. & S.F.; C.B. & Q.; C.G.W.; C.R.I. & P.; Mo. Pac.; U.P.
Airlines: FAL, OZA

AUDITORIUM

Municipal Auditorium

4th and Faraon Sts. (Phone: 4-5663)
Manager: E. F. Waldron
Exhibit Areas: Main Arena, 9,600 sq. ft.; basement, 8,000 sq. ft.; small exhibit room, 4,375 sq. ft.
Rental Fees and Services: $150 per day, includes heat, light, cleaning
Floor Load: Unlimited
Ventilation: 4 large exhaust fans in ceiling of arena; heating-forced circulating hot air
Ceiling Height: 60 ft.
PA System: Available
Dimensions, Opening to Exhibit: 20 ft. wide by 16 ft. high
Utilities: AC current, 220 volts
Loading Facilities: Railroad siding
Storage Areas: Basement
Meeting Rooms and Capacities: One, 500
Facilities for Food Functions: None
Parking Facilities: Good
Distance from Business District: Three blocks

Hotel Robidoux (HSMA)

5th & Francis St. (Phone: 4-0681)
Manager: Robert Barrie
Sales Manager: E. Abry
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, 150 bedrooms
Convention Rates: Single: 4.75; Double: 6.25; Suites: 15.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (1,400)
No. Banquet Rms. & Capacity of Largest: 11 (900)
Group Meal Rates: Breakfast: 1.25; Lunch: 4.50; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food is served
Charges for Exhibit Areas: Depends upon room patronage
Net Exhibit Space: 10,000 sq. ft.; 8,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 8mm silent, 16mm silent & sound projectors, screens, closed-circuit TV
Stage: Available
Sports Facilities: Pool tables

ST. LOUIS

Railroads: G.M. & O.; B. & O.; Burl.; L. & M.; N.Y.C.; Frisco Sys.; Ill. Cent.; L. & N.; M.K. & T.; Mo. Pac.; C. & E.I.; C.R.I. & P.; T.R.R. of St. L.; N.Y.C. & St. L.; M'frs; Penna.; Ill. Term; St. L.S.W.; St. L. & O'F.; So. Ry.; Wab.
Airlines: AAL, BNF, CEN, CAL, DAL, EAL, OZA, TWA

CONVENTION BUREAU

St. Louis Convention, Publicity & Tourist Bureau
911 Locust St. (1)
F. H. Rein, Secretary and General Manager

AUDITORIUM

Henry W. Kiel Auditorium

Market St., between 14th & 15th St. (CHestnut 1-1010)
Manager: Louis J. Gualdoni
Exhibit Areas: Convention Hall, 20,000 sq. ft.; Promenade, 20,000 sq. ft.; Exposition Hall, 100,000 sq. ft.
Rental Fees: Depends on Event
Floor Load: Convention Hall and Promenade, 500 lbs. per sq. ft.; Exposition Hall, unlimited
Ventilation: Forced air and air conditioning
Ceiling Heights: Exposition Hall, 14 to 20 ft.; Convention Hall, 90 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 20 by 19 ft.
No. Elevators: Two freight
Columns: None in Convention Hall or Promenade; vary in Exposition Hall
Utilities: AC and DC current, hot and cold water, steam, compressed air, gas and drainage
Loading Facilities: Truck unloading on Exposition Hall floor
Storage Areas: Ample
Meeting Rooms and Capacities: One seats 10,500; one seats 3,500; four seat 650 each; 13 seat various capacities from 75 to 300
Facilities for Food Functions: Banquet facilities for 3,000 in one room
Parking Facilities: Ample
Distance from Business District: In business district

Chase Park Plaza Hotels (HSMA)

See Advertisement, Page 167

212-220 N. Kingshighway (Phone: FOrest 1-2500)
Manager: Chase—Kenneth A. White; Park Plaza—Jack Flynn
Sales Manager: Bob Ross
Convention Season: All year
Largest Group Accommodated: 1,000 (500 units including suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 25 (2,500)
No. Banquet Rms. & Capacity of Largest: 25 (1,800)
Group Meal Rates: Breakfast: 1.25; Lunch: 3.25; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft., 250 booths on one floor. Separate area
Audio-Visual Aids: PA system, spotlights
Stage: Hydraulic Stage (20' x 50')
Sports Facilities: Swimming pool, golf, tennis, riding, boating
Hotel Representative: Howard F. Dugan Associates (see pg. 29)

Coronado Hotel (HSMA)

See Advertisement, Page 15

3701 Lindell Boulevard (Phone: JEfferson 3-7700)
Manager: Less Campbell
Sales Manager: Helen Manion
Convention Season: All year
Largest Group Accommodated: 1,000 (450 rooms, 36 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50 to 12.50; Double: 10.50 to 16.00; Suites: 18.00 to 40.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms.: 12
Group Meal Rates: Breakfast: 2.75; Lunch: 3.00; Dinner: 4.00

KANSAS CITY
has the ideal facilities for
SALES MEETINGS, CONVENTIONS
and TRADE SHOWS



4 FLOORS
exclusively for group functions

For meetings of any size up to 900 or for breakfasts, luncheons or banquets—for small groups or as many as 550 — the Continental offers the finest facilities and service. Unique among Kansas City hotels is the new

EXHIBITION HALL
AN ENTIRE FLOOR—10,500 SQ. FT.
designed for trade shows and conventions

Specially wired and lighted for exhibition purposes . . . AC current, 110-220 voltage . . . radio and TV outlets . . . PA system . . . Muzak . . . spot lights . . . natural gas and water connections . . . platform and stage . . . private office with telephones for show manager . . . built-in registration desk . . . check room.

Le Château — Dining Room and Cocktail Lounge featuring CHAR-BROILED K. C. STEAKS and Prime Rib! Evenings, Entertainment Extraordinary!

La Petite — Cocktail Lounge—French-sidewalk setting! Popular-price Coffee House — breakfast, luncheon, dinner! Olympic-size Indoor Swimming Pool — free to hotel guests!



For complete information write, telephone or wire: NOEL DANIELL, Manager.

HOTEL Continental
In the Heart of Downtown
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TELEPHONE HArrison 1-6040 • TELETYPE KC-457
CHICAGO OFFICE: MOHAWK 4-5100

100% AIR-CONDITIONED

Less than 10 minutes to Airport or Union Station

MISSOURI

St. Louis continued

Liquor: Yes
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Lennox Hotel

9th & Washington (Phone: Central 1-7200)
Manager: W. J. Weber
Convention Season: All year
Largest Group Accommodated: 300 (180 rooms and 10 suites available)
Convention Rates: Single: from 7.00; Double: from 8.50; Suites: from 23.50
No. Mtg. Rms. & Capacity of Largest: 4 (150) Folding doors open up between rooms to hold 300
No. Banquet Rms. & Capacity of Largest: 4 (150)
Group Meal Rates: Breakfast: from 1.75; Lunch: from 2.50; Dinner: from 3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if food or beverage is served. Otherwise, 25.00 to 100.00
Net Exhibit Space: 3,089 sq. ft. on mezzanine
Audio-Visual Aids: Projector and screens, PA system, spotlights

Mayfair Hotel

8th & St. Charles (Phone: CE 1-7500)
Manager: C. Gordon Heiss
Convention Season: All year
Largest Group Accommodated: 200 (350 rooms and 30 suites available)
Convention Rates: Single: 6.50 to 10.00; Double: 10.00 to 14.00; Suites: 17.50
No. Mtg. Rms. & Capacity of Largest: 5 (75)
No. Banquet Rms. & Capacity of Largest: 5 (75)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from 20.00
Audio-Visual Aids: PA system, spotlights

Pick-Melbourne Hotel (HSMA)

3601 Lindell Blvd. (Phone: Olive 2-2500)
Manager: Charles L. Murphy
Sales Manager: George Lisk
Convention Season: All year
Largest Group Accommodated: 550 (375 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, 276 bedrooms
Convention Rates: Single: 6.25-9.25; Double: 8.75-11.25; Twins: 11.25-13.75; Suites: 17.50-25.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (225)
No. Banquet Rms. & Capacity of Largest: 7 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Same
Net Exhibit Space: 3,375 sq. ft. on 2 floors
Audio-Visual Aids: PA system, spotlights, screens, lecturns, blackboards
Stage: Available
Sports Facilities: Golf, swimming

SHERATON



LARGEST HOTEL IN ST. LOUIS. One of America's outstanding convention hotels. Gold Room seats 1100 for banquets, 1600 for meetings. 12000 sq. ft. of exhibit space. Other function rooms for from 15 to 650 persons. Parking, completely air-conditioned. TV in every room.

800 rooms — Joseph J. New, *General Manager*

EAST				
NEW YORK	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
BOSTON	ROCHESTER	ST. LOUIS	**SOUTH**	PORTLAND, Oregon
WASHINGTON	BUFFALO	OMAHA	LOUISVILLE	**HAWAII**
PITTSBURGH	SYRACUSE	AKRON	DALLAS	HONOLULU
BALTIMORE	BINGHAMTON, N.Y.	INDIANAPOLIS	NEW ORLEANS	**CANADA**
PHILADELPHIA	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PROVIDENCE	CHICAGO	RAPID CITY, S. D.	**WEST COAST**	TORONTO
SPRINGFIELD, Mass.	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

Sheraton-Jefferson Hotel (HSMA)

See Advertisement, Page 132

12th & Locust Sts. (Phone: MA 1-4600)
Manager: Joseph J. New
Director of Sales: Gregory R. Lucy
Convention Season: All year
Largest Group Accommodated: 1,100 (500 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.85-11.00; Twin: 13.85-18.00; Suites: 28.00-49.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,800)
No. Banquet Rms. & Capacity of Largest: 15 (1,100)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Vary—minimum charge
Net Exhibit Space: 13,960 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights. Projectors can be rented
Stage: Yes (14'x28')

Statler Hilton Hotel (HSMA)

See Advertisement, Page 33

9th & Washington (Phone: CE 1-1400; Teletype: SL 570)
Manager: Arthur Griffith
Sales Manager: Jack Alumbaugh
Convention Season: All year
Largest Group Accommodated: 750 (450 rooms, 19 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-11.00; Double: 9.50-14.00; Suites: 32.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (800)
No. Banquet Rms. & Capacity of Largest: 14 (500)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: 4.00 per 8 x 10 booth
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

MONTANA

BILLINGS

Railroads: N.P.; C.B. & Q.; G.N.
Airlines: WAL, NWA, FAL

AUDITORIUM

Shrine Auditorium

1125 Broadwater St. (Phone: 9-2316)
Manager: Harold Weston

Exhibit Areas: Two, (14,000 sq. ft.; one ,2,100 sq. ft.
Floor Load: Ground floor, unlimited
Ventilation: Blowers
Ceiling Height: Main Auditorium, 30 ft.; lower floor, 11 ft.
PA System: All rooms
Dimensions, Opening to Exhibit Hall: 10 ft. 6 in. wide by 10 ft.
Columns: Lower floor, 20 ft. on center; upper floor, none
Utilities: 110 volt, 220 volt, electric harness available
Loading Facilities: Ramp to main auditorium and lower exhibit hall
Storage Areas: Storage building 40'x80'—adjacent to auditorium
Meeting Rooms and Capacities: One—1,500; one —200
Facilities for Food Functions: Banquet for 1,500
Parking Facilities: Six acres—500 cars
Distance from Business District: 8 blocks

Northern Hotel

28th at 1st (Phone: 5-5121)
Manager: Joe B. Callihan
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 5 suites available)
Air Conditioning: 40 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 6.00-7.50; Double: 8.50-12.00; Suites: to 25.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (400)
No. Banquet Rms. & Capacity of Largest: 10 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75 Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rooms: None if functions are held
Net Exhibit Space: 3,804 Sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights. Projectors can be rented
Stage: Yes (10'x20')

BUTTE

Railroads: Nor. Pac.; Gt. Nor.; U.P.; B. An. & Pac.; C.M. St. P. & P.
Airlines: NWA, WAL

AUDITORIUM

Butte Civic Center

1340 Harrison Ave. (Phone: 2-2353)
Manager: Rene Rouleau
Exhibit Area: Main Arena, 22,800 sq. ft.
Rental Fees and Services: $250 per day includes house crew
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 35 ft.
P. A. System: Altec with dual amps
Dimensions, Opening to Exhibit Hall: 12 ft. by 14 ft. high
Columns: None
Utilities: 220 Volt AC current
Storage Areas: Rear of building
Meeting Rooms and Capacities: 20 small rooms
Facilities for Food Functions: None
Parking Facilities: 3,000 cars
Distance from Business District: Half mile

Finlen Western Hotel

102 E. Broadway (Phone: 5461)
Manager: Joseph J. Mogush
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 6.00-9.00; Double: 8.50-15.00; Suites: 25.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (550)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor Served in hotel
Charges for Mtg Rms.: None
Charges for Exhibit Areas: 10.00-100.00
Net Exhibit Space: 4,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboards, easels
Stage: Yes (portable)
Sports Facilities: Golf, swimming, hunting, fishing, horseback riding, boating, skiing

GREAT FALLS

Railroads: G. Nor.; C.M. St.P. & P.
Airlines: NWA, WAL

Rainbow Hotel

20 3rd St. (Phone: GL 2-8682)
Manager: Warren Anderson
Sales Manager: Everett Jordan
Convention Season: All year
Largest Group Accommodated: 2 (150 rooms, 8 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 4.50-7.50; Double: 10.00-14.50; Suites: 21.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (750)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 5,268 sq. ft. included in meeting room space
Audio-Visual Aids: PA system, spotlights, screens, blackboards, podiums
Stage: Yes

GLACIER NATIONAL PARK

Glacier Park Lodge

See Advertisement, Page 133

East Glacier Park (Phone: Ce 6-4411; Telegraph: East Glacier Park)
General Manager: J. B. Temple
Sales Manager: R. K. Rasmussen
Convention Season: June 15 to Sept. 11
Largest Group Accommodated: 356 (178 rooms, 2 suites available)
Convention Rates: Single: 19.00-22.50; Double 17.00-20.50; Suites: 25.00-50.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (550)
No. Banquet Rms.: 4
Group Meal Rates: Breakfast: 1.75; Lunch: 2.40; Dinner: 3.85
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00 per day
Net Exhibit Space: 6,529 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, 35mm projector
Stage: Yes
Sports Facilities: Golf, pitch 'n putt, riding, hiking

Lake McDonald Hotel

West Glacier
Manager: Ian Tippett
Sales Manager: R. K. Rasmussen
Convention Season: June 15 to Sept. 11
Largest Group Accommodated: 165 (79 rooms)
Convention Rates: Single: 19.00-22.50; Double 17.00-20.50. American
No. Mtg. Rms. & Capacity of Largest: 1 (300)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.75; Lunch: 2.40; Dinner: 3.85
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00 per day
Audio-Visual Aids: PA system, spotlights, 16mm projector, 35mm slide projector
Stage: Yes
Sports Facilities: Hiking, swimming

Many Glacier

East Glacier Park (Phone: CE 6-4411; Telegraph: East Glacier Park)
Manager: J. B. Temple
Sales Manager: R. K. Rasmussen
Convention Season: June 15 to Sept. 11
Largest Group Accommodated: 510 (236 rooms, 2 suites available)
Convention Rates: Single: 19.00-22.50; Double 17.00-20.50; Suites: 25.00-50.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.75; Lunch: 2.40; Dinner: 3.85
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00 per day
Net Exhibit Space: 7,995 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm projector, 35mm projector
Stage: Yes
Sports Facilities: Riding, hiking, fishing, boating

MISSOULA

Railroads: C.M. St. P. & P.; Nor. Pac.
Airlines: NWA

The Florence (HSMA)

111 North Higgins Ave. (Phone: LIncoln 3-6631)
Manager: H. C. Jensen
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 7 suites available)
Air Conditioning: Bedrooms, banquet and meeting rooms
Convention aRtes: Single: 5.50-8.00; Double: 7.50-10.00; Suites: 10.50-16.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (700)
No. Banquet Rms. & Capacity of Largest: 9 (500
Group Meal Rate: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: 20.00 flat rate for average-sized booth
Net Exhibit Space: 5,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Yes
Sports Facilities: Bowling

NEBRASKA

COLUMBUS

Hotel Evans

See Advertisement, Page 15

1354-27th Ave. (Phone: LO 4-3177)
Manager: E. J. Pohle
Convention Season: All Year
Largest Group Accommodated: 125 (60 rooms, 2 suites available)
Air Conditioning: Two banquet halls, 33 bedrooms
Convention Rates: Single: 5.00-7.25; Double: 7.25-9.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 3 (125)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50, Dinner: 1.75
Liquor: Yes
Charges for Mtg. Rms.: 5.00 up.
Charges for Exhibit Areas: 5.00 up.
Net Exhibit Space: 2,270 sq. ft. on one floor

Ideal Vacation Convention Site



GLACIER PARK LODGE IN NORTHWEST MONTANA
Write Convention Mgr., Glacier Park Co., 218 Great Northern Bldg., St. Paul 1, Minn.

NEBRASKA

continued

LINCOLN

Railroads: C.B. & Q.; C.R.I. & P.; Mo. Pac.; C. & N.W.; U.P.
Airlines: FAL, UAL

AUDITORIUM

Pershing Municipal Auditorium

See Advertisement, Page 134

15th & N St. (Phone: GR 7-3761)
Manager: Dick Wagner
Exhibit Areas: 30,000 Exhibition Hall; 18,000, Main Arena; 7,000 Concourse. Total sq. ft., 55,000
Rental Fees and Services Included in Rent: Commercial shows, $500. Exhibition Hall, $250. Fee includes all services except special labor
Floor Load: 250 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Heights: 50 ft. arena
P. A. System: Yes
Dimensions, Opening to Exhibit Hall: 10 x 10
Elevators and Capacities: One
Columns: Exhibition hall only, some 25' 6" on center; others 45'6"
Current and Utilities Available: 110, 220, 440 v; gas, air, steam, sewer
Loading Facilities: 10x10 door into Arena plus 12' doors from Concourse; 20x12 door into Exhibition Hall; also dock at stage
Storage Facilities: 10,000 sq. feet around Exhibition Hall
Meeting Rooms and Capacities: Two for 100 persons; one for 200; one for 750; six for committees up to 15 persons
Facilities for Food Functions: Banquets up to 2,500
Parking Facilities: Three large parking garages one block away
Distance from Business District: Downtown

Capitol Hotel

See Advertisement, Page 15

11th & P Streets (Phone: 2-1261)
Manager: George Bishoff
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Air Conditioning: Banquet halls and some bedrooms
Convention Rates: Single: 4.50-6.00; Double: 6.25-10.25. European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.10; Lunch: 1.10; Dinner: 1.50
Liquor: Beer only
Charges for Mtg. Rms.: 25.00
Charges for Exhibit Areas: 50.00
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Cornhusker (HSMA)

301 S. 13th (Phone: 2-6971)

Managing Director: A. O. Schimmel
Resident Manager: Jim Rodney
Sales Manager: Cecelia Lawrie
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms and 16 suites available)
Convention Rates: Single: 6.25-12.50; Double: 8.75-13.75; Suites: 24.50 to 50.00
No. Mtg. Rms & Capacity of Largest: 8 (700)
No. Banquet Rms.: 8
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Package only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Charges for Exhibit Areas: 25.00-150.00
Net Exhibit Space: 2,444 sq. ft. on one floor
Audio-Visual Aids: Movie screens, PA system, spotlights
Stage: Yes (25'x6')

Hotel Lincoln

See Advertisement, Page 15

147 North Ninth St (Phone: 2-6601)
Sales Manager: Mrs. Sarah Craven
Gen. Manager: Wallace A. Plummer
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)
Air Conditioning: Yes
Convention Rates: Single: 400 to 6.00; Double: 4.50 to 8.00; Suites: 8.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.35; Dinner: 2.00
Liquor: Private parties
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Audio-Visual Aids: PA system, spotlights
Stage: Yes

NORFOLK

Railroads: C. & N. W.; U. P.
Airlines: FAL, NCA

Hotel Madison

See Advertisement, Page 15

110 N. 4th St. (Phone: FR 1-5920)

Manager: Martin Strelow
Convention Season: All year
Largest Group Accommodated: 150 (60 rooms, 12 suites available)
Air Conditioning: Banquet and some bedrooms
Convention Rates: Single: 4.75-5.75; Double: 7.25-9.00; Suites: 10.50-12.25. European
No. Mtg Rms & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 4
Group Meal Rates: Breakfast: 1.35; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00-25.00
Charges for Exhibit Areas: 15.00
Net Exhibit Space: 4,024 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, blackboard
Stage: Yes (12'x15')
Sports Facilities: Golf, swimming

OMAHA

Railroads: C.B. & Q.; C. Gt. W.; C.M. St. P. & P.; C.R.I. & P.; Ill. Cent.; Mo. Pac.; C. & N.W.; U.P. Sys.; Wab.
Airlines: BNF, FAL, NOR, OZA, UAL

CONVENTION BUREAU

Convention Bureau
Norman M. Haried, Manager

AUDITORIUMS

Omaha Civic Auditorium

1804 Capitol Avenue (Phone: WE 1323)

Manager: Charles Mancuso
Exhibit Areas: Main Arena Floor: 25,000 sq. ft.; Outer Concourse: 25,000 sq. ft.; Exhibit Hall: 65,000 sq. ft.
Rental Fees: On application
Floor Load: 100-150 lbs. per sq. ft.
Ceiling Height: Arena: 58 ft., Exhibit Hall, 11½ ft.
P. A. System: In all rooms
Dimensions, Opening to Exhibit Hall: 12 ft. by 11 ft.
No. of Elevators and Capacities: 1 Freight, 6,000 lbs.
Columns: Arena, none; Exhibit Hall, vary from 16 ft. to 30 ft. centers
Utilities: Electricity, water, drainage
Loading Facilities: Two large doors at floor level
No. Meeting Rms. & Capacities: Six—150 each
Banquet Facilities: For 3,500
Parking: 1,000 cars
Distance From Business District: Two blocks

Ak Sar Ben Coliseum

63rd & Shirley (Jackson 8333)

Manager: J. J. Isaacson
Exhibit Areas: 28,000 sq. ft.
Rental Fees and Services: $500 per day, includes heat, light, water
Dimensions, Opening to Exhibit Hall: 20' by 20'
Columns, Location: Outer perimeter of floor
Current Available: 220 volt
Parking Facilities: Lot for 6,000 cars
Distance from Business District: Three miles

Blackstone Hotel

36th and Farnam Sts. (Phone: Harney 0945)

In Lincoln . . . PERSHING AUDITORIUM
Convention Magnet of the Midwest

attracting groups of all sizes annually to the "Convention City" of the great plains

- Complete convention facilities
- Seats 7,000 ● Banquet facilities
- 45,000 sq. ft. of space on two floors
- Downtown location near hotels and stores ● Large stage
- Completely air conditioned



LINCOLN—at the crossroads of America, hub of culture, sports, shopping, recreation-served by every type of transportation

For complete details, write: Convention Manager
Lincoln Chamber of Commerce LINCOLN, NEBRASKA

SHERATON
-FONTENELLE HOTEL
IN OMAHA, NEBR.

Centrally located in business and shopping center. Near new municipal auditorium. 3 air-conditioned function floors including new floor with seating facilities for 1500. Banquet facilities for 1250. Closed circuit TV facilities. Guest rooms air-conditioned, free radio and TV, private bath. 350 rooms.
ARCH J. OLIVER, *General Manager*
PAUL JOHNSON, *Sales Manager*



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MIDWEST
CHICAGO, DETROIT, CLEVELAND, Ohio, CINCINNATI, ST. LOUIS, OMAHA, AKRON, INDIANAPOLIS, FRENCH LICK, Ind., RAPID CITY, S. D., SIOUX CITY, Iowa, SIOUX FALLS, S. D., CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE, DALLAS, NEW ORLEANS, MOBILE

WEST COAST
SAN FRANCISCO, LOS ANGELES, PASADENA, PORTLAND, Oregon

HAWAII
HONOLULU

CANADA
MONTREAL, TORONTO, NIAGARA FALLS, Ont., HAMILTON, Ont.

Manager: Edward T. Schimmel
Sales Manager: R. E. Osborn
Convention Season: All year
Largest Group Accommodated: 50 (25 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 up; Double: 10.00 up; Suites: 15.00 up. European
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: .85; Lunch: 1.00 up; Dinner: 2.25 up
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 2,380 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Paxton

14th & Farnam (Phone: AT 8326)

Manager: Julius Drolick
Sales Manager: Edward Rush
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms and 7 suites available)
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: 5.00 to 20.00
Audio-Visual Aids: Screen, PA system, spotlights
Stage: Available

Rome Hotel

See Advertisement, Page 15

16th and Jackson Sts. (Phone: Atlantic 9354)

Manager: Loren H. Hays
Convention Season: All year
Largest Group Accommodated: 575 (250 rooms, 2 suites available)
Air Conditioning: 51 bedrooms, 6 banquet halls
Convention Rates: Single: 3.50-5.00; Double: 4.50-9.00; Suites: 15.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Minimum
Charges for Exhibit Areas: Minimum
Net Exhibit Space: 10,120 sq. ft., 8,920 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screen
Stage: Available

Sheraton-Fontenelle Hotel (HSMA)

See Advertisement, Page 134

18th and Douglas Sts. (Phone: At 6226)

Manager: Arch J. Oliver, Jr.
Sales Manager: Paul Johnson
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 16 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-11.00; Double: 9.00-16.00; Suites: 25.00-32.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (900)
No. Banquet Rms. & Capacity of Largest: 14 (750)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Same
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, closed-circuit TV
Stage: Available

Town House Motor Hotel

7000 Dodge St. (Phone: REgent 5161; Telegraph: OM 62)

Manager: Joseph A. Villella
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 5 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 6.00-10.50; Double: 9.00-14.00; Suites: 18.50-22.50. European
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms.: 10
Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 1,800 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (12x24)
Sports Facilities: Swimming, golf

NEVADA

LAS VEGAS

Railroads: U.P.
Airlines: BAL, Pacific, TWA, UAL, WAL

CONVENTION BUREAU

Las Vegas Convention Bureau
1030 S. 3rd St.
Desmond Kelly, Manager

AUDITORIUM

Las Vegas Convention Center

See Advertisement, Page 137

Paradise & Desert Inn Roads (Phone: DUdley 4-4100)
Manager: George H. Albright
Exhibit Areas and Square Footage of Each: 1—90,000 sq. ft.; 2—17,000 sq. ft.; 3—4,000 sq. ft.
Flood Load: Unlimited in main exhibit hall
Ventilation: Air conditioning
Ceiling Height: 25 ft. min., 50 ft. max. in exhibit hall
PA System: R.C.A.
Dimensions, Opening to Exhibit Hall: 18' wide 20' high—2 openings. 12' high 75' wide—1 opening
Columns, Location and Dimensions: 2 rows of 7—45' apart—130' apart
Current and Utilities Available: 115-480, 4 wire, both single and 3 phase
Location, Size of Storage Areas: 84' x 120' and acres of outside area
Number of Meeting Rooms and Capacities: 17 (50-8,500)
Facilities to Handle Food Functions: Banquet up to 7,500
Parking Facilities: Unlimited
Distance from Business District: 2 miles

Dunes Hotel & Casino

On the Strip (Phone: DUdley 2-7700)
Manager: Joseph Schramm
Sales Manager: Lee Fisher
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms and 4 suites available)
Convention Rates: Single: 10.00-14.00; Double: 12.00-16.00; Suites: 26.00 up. European
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Charges for Exhibit Areas: 300.00 maximum
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: Projectors, closed-circuit TV, screen, PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

Wilbur Clark's Desert Inn

Highway 91 (Phone: Dudley 2-6000)
Manager: Carl J. Williams
Convention Season: All year
Largest Group Accommodated: 800 (382 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-18.00; Double: 8.00-20.00; Suites: 15.00-60.00. European
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50 up; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming

El Rancho Vegas

Highway 91 (Phone: Dudley 2-1300)
Manager: Virgil C. Murphy
Sales Manager: Elinore Wiley
Convention Season: All year, except holiday periods
Largest Group Accommodated: 450 (200 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-15.00; Double: 24.00-30.00; Suites: 25.00-75.00
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf, horseback riding, fishing, tennis

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For Groups of 10 to 1,200!

* **PAN AMERICAN ROOM** – Theater-style meetings, dinners, cocktails. 1750 sq. ft. Can divide into two rooms. From 80 to 500 people.
* **INTERNATIONAL ROOM**–Theater-style meetings, dinners, cocktails. 5100 sq. ft. Can divide into two rooms. From 125 to 900 people.
* **CROWN ROOM** – Theater-style meetings, banquets, dinners, cocktails. With full size theater stage. 5000 sq. ft. From 450 to 865 people.
* **EXHIBITORS GALLERY** – Meetings, cocktails, walk-around displays. 5200 sq. ft. For 900 people.
* **NEPTUNE DINING ROOM**–Dinners and banquets. 2500 sq. ft. Can be divided in half. From 108 to 350 people.
* **EXECUTIVE ASSEMBLY ROOM** – For special executive meetings. 768 sq. ft. For 85 people.
* **BOARD OF GOVERNORS ROOM**–For senior executive meetings. 1056 sq ft. For 150 people.
* **TICKER TAPE LOUNGE**–Meetings, luncheons, cocktails, 476 sq. ft. From 25 to 100 people.
* **NEPTUNE BAR AND LOUNGE** – Dinners and banquets. 1500 sq. ft. From 120 to 280 people.
* **BAR TAHITIAN**–For cocktails. 500 sq. ft. For 70 people.

PLUS

* **CAFE CONTINENTAL** – Theater-style meetings, breakfasts, brunches, lunches–in the world's most spectacular theater. 6,500 sq. ft. From 800 to 1200 people.

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LE LIDO DE PARIS
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LAS VEGAS, NEVADA

Washington D.C. EX 3-6481
Miami PL 4-1667
New York CI 7-6940
Or contact
Director of Sales
DU 4-6350
Las Vegas

a note from Las Vegas

Dear Mary—
Our family is having a wonderful time in FABULOUS LAS VEGAS (in between John's busy convention meetings) There are so many interesting places around Las Vegas for the family to see and enjoy.
It's hard to believe that just a few minutes preparation will get you into the glorious desert and snow-capped mountains! Wish we could stay a month... See you soon, Joan

LAS VEGAS, SEP 15, 5-PM 1959 NEV.

Mrs. Charter Member
63 Woodvale Road
Anytown U.S.A.





LAS VEGAS CONVENTION CENTER

Desmond Kelly, Manager, Convention Bureau • Convention Center • Paradise Road • Las Vegas, Nev.

NEVADA

Las Vegas continued

Hotel Flamingo Inc. (HSMA)

Highway 91 (Phone: Dudley 2-4000)
Manager: Tony DeCarlo
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-20.00; Double: 12.00-20.00; Suites: 30.00-75.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (700)
No. Banquet Rms.: 2
Group Meal Rates: Breakfast: 1.65; Lunch: 2.25; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes (36'x34'x3'')
Sports Facilities: Swimming, horseback riding, tennis, golf

Fremont Hotel

200 Fremont St. (Phone: DUdley 4-3333)
Manager: Morris L. Glass
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms, 4 suites available)
Air Conditioning: Yes
Convention Rates: Single: 9.00; Double: 12.00; Suites: 24.00
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 1.50-5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if food is served
Charges for Exhibit Areas: No charge if food is served
Net Exhibit Space: 1,800 sq. ft. on one floor
Audio-Visual Aids: Blackboard, PA system, spotlights
Stage: Portable
Sports Facilities: Golf, fishing

Las Vegas Hacienda

Highway 91 (Phone: Dudley 2-7800; Telegraph-LV8639)
Manager: Richard B. Taylor
Resident Manager: Norman Yoshpa
Convention Season: All year
Largest Group Accommodated: 500 (363 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: 10.00 per room, double, twin or single. European
No. Mtg. Rms. & Capacity of Largest: 3 (850)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf, boating, swimming, fishing, water skiing, hiking, skiing, half midget race track

Hotel Riviera (HSMA)

See Advertisement, Page 135

"The Strip" Highway 91
President: Ben Goffstein
Sales Manager: Elmo Ellsworth
Convention Season: All year
Largest Group Accommodated: 600 (420 rooms, 41 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-14.00; Double: 14.00; Suites: 25.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (850)
Group Meal Rates: Breakfast: .50 to 1.65; Lunch: 1.25 to 3.00; Dinner: 3.00 to 7.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors, screens, closed-circuit TV
Stage: 50' x 30'
Sports Facilities: Swimming, golf, horseback riding, boating, fishing

Sahara Hotel (HSMA)

Highway 91 (Phone: Dudley 2-6800)
Manager: Robert J. Glenn
Sales Manager: Herb McDonald
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 11.00-15.00; Double: 12.00-16.00; Suites: 25.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (750)
No. Banquet Rms. & Capacity of Largest: 3 (650)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf, boating, swimming, fishing, water skiing, hiking, skiing

Sands Hotel

Highway 91 (Phone: Dudley 2-7100) **Teletype LV 5688**
Manager: Archie E. Loveland
Resident Manager: Lloyd C. Cope
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-18.00; Double: 12.00-20.00; Suites: 35.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming, golf, riding, fishing, boating

Stardust Hotel (HSMA)

See Advertisement, Page 136

Highway 91 (Phone: DUdley 4-6350; Telegraph: TWX 5644)
Manager: William Eisenbrey
Sales Manager: Mark Swain
Convention Season: All year
Largest Group Accommodated: 2,500 (1,300 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-12.00; Double: 8.00-18.00; Suites: 22.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (1,500)
No. Banquet Rms.: 3
Liquor: Served in hotel
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 5.00
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 16,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm. projector, 35mm slide projector, 2''x2'' slide projector
Stage: 2 (90'x102'; 50'x80')
Sports Facilities: Swimming pool, golf
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

Thunderbird Hotel

Highway 91 (Phone: Dudley 2-5100)
Gen. Manager: Jack Walsh
Sales Manager: Max Pittelco
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-15.00; Double: 9.00-20.00; Suites: 20.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors of all types and sizes
Stage: Available
Sports Facilities: Casino, golf, swimming, horseback riding

Tropicana Hotel (HSMA)

South 5th. St. (Phone: Dudley 2-6850)
V-P & Gen. Mgr.: R. O. Cannon
Sales Manager: Rick Williams
Convention Season: All year
Largest Group Accommodated: 650 (300 rooms, 25 suites)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-16.00; Double: 12.00-18.00; Suites: 25.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (550)
No Banquet Rms.: 5
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,900 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available (6'x32')
Sports Facilities: Golf, swimming pool
Hotel Representative: Utell International (see pg. 29)

RENO

Railroads: So. Pac.; V. & T.; W.P.
Airlines: BAL, UAL, WAL

CONVENTION BUREAU

Convention Department
P.O. Box 2109
Robert J. Sullivan, Director

Hotel El Cortez

235-241 W. 2nd. St. (Phone: FA 2-9161)
Manager: Edward F. Kinney
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-7.00; Double: 9.00-11.00; Twins: 10.00-12.00
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: .65; Lunch: 1.05; Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, tennis, horseback riding, skiing

Holiday Hotel

Mills and Center Sts. (Phone: FA 9-0411)
Manager: Lee Frankovich
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-14.00; Double: 11.00-16.00; Suites: 20.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 3
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None, when meals served
Charges for Exhibit Areas: 10.00-20.00 per room
Audio-Visual Aids: PA system, spotlights, projectors of all types and sizes
Stage: Available
Sports Facilities: Golf, swimming, fishing, bowling, hunting
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Mapes Hotel

(Phone: Reno 3-1611)
Manager: W. H. Ramage
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00; Double: 10.00; Twins: 12.00; Suites: 30.00
No. Mtg. Rms. & Capacity of Largest: 3 (350)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None, if headquarters
Charges for Exhibit Areas: None, if headquarters
Net Exhibit Space: 4,000 sq ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Fishing, hunting, skiing, swimming

The Riverside

17 So. Virginia St. (Phone: FAirview 3-2011)
Manager: Lee Frankovich
Sales Manager: Buster McClure
Convention Season: All year
Largest Group Accommodated: 400 (210 bedrooms, 30 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 8.00 to 13.00; Double: 12.00 to 25.00; Suites 16.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (400)

Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Available
Sports Facilities: Swimming pool, golf

NEW HAMPSHIRE

BRETTON WOODS

Railroads: B. & Me.; Me. Cent.

The Mount Washington Hotel (HSMA)

See Advertisement, Page 139

(Phone: Bretton Woods 1000)
Managing Director: Ben Herrison
Sales Manager: Win Chesley
Convention Season: June through Oct.
Largest Group Accommodated: 550 (278 rooms, 6 suites available)
Convention Rates: Single: 18.00—double occupancy. American
No. Mtg. Rms. & Capacity of Largest: 11 (800)
No. Banquet Rms. & Capacity of Largest: 8 (800)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm, 16mm, projectors
Stage: Available
Sports Facilities: Swimming, golf, tennis, bowling, fishing, putting green, driving range, horseback riding

CRAWFORD NOTCH

Railroads: Me. Cent.

Crawford House

U.S. Route #302 (Phone: Twin Mountain, 30, Telegraph Crawford House)
Manager: Robert K. Haliday
Convention Season: June, Sept., Oct.
Largest Group Accommodated: 300 (171 Rooms, 6 suites available)
Convention Rates: Single: 13.00-16.00; Double: 24.00-30.00; Suites: 38.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (275)
No. Banquet Rms. & Capacity of Largest: 1
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft. separate area from meeting room
Audio-Visual Aids: PA system, spotlights, 35mm, 16mm projectors
Stage: Available
Sports Facilities: Golf, tennis, swimming, lawn bowling, horseback riding, putting green

DIXVILLE NOTCH

The Balsams Hotel (HSMA)

(Phone: 9010)
Convention Manager: Philip C. Young
Sales Manager: Harold A. Taylor
Convention Season: June to Oct. 15
Largest Group Accommodated: 425 (275 rooms, 10 suites available)
Air Conditioning: No
Convention Rates: Single: 19.00; Double: 17.00; Suites: 49.00-85.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: Spotlights, 16mm, 35mm projectors, PA system
Stage: Available
Sports Facilities: Golf, tennis, bowling, swimming pool, fishing, badminton, putting green, shuffleboard

FRANCONIA

Railroads: Served through Littleton

Forest Hills Hotel

Manager: H. C. Pettoys
Convention Season: June and September
Largest Group Accommodated: 200 (120 rooms, 6 suites available)
Air Conditioning: 6 bedrooms
Convention Rates: Single: 20.00; Double: 17.00 per person. American
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: RCA 16mm, Eastman 30mm, PA system, spotlights
Stage: No
Sports Facilities: Golf, tennis, swimming, riding
Hotel Representatives: Robert F. Warner Inc., Jim Mills & Associates (see pg. 29)

Mittersill Alpine Inn & Chalets (Treatway Operated)

See Advertisement, Pages 30, 31

(Phone: VAlley 3-5511; Telegraph: Franconia)
Manager: Sidney W. McCartney
Convention Season: All year
Largest Group Accommodated: 60 (30 rooms, 4 chalets available)
Convention Rates: Single: 15.00; Double: 30.00. American
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 350-400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, 35mm slide projector
Stage: Yes (portable)
Sports Facilities: Golf, swimming, skiing (in season)

MANCHESTER

Railroads: B. & Me.
Airlines: NEA

Hotel Carpenter

323 Franklin St. (Phone: National 5-5422)
Manager: John J. O'Neil
Sales Manager: Harold Brown
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 4 suites available)
Convention Rates: Single: 4.00-9.00; Double: 6.00-12.50; Suites: 10.00-15.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms.: 10
Group Meal Rates: Breakfast: .85; Lunch: 1.50; Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00
Charges for Exhibit Areas: 15.00
Net Exhibit Space: 3,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

PIKE

Railroads: B. & M.

Lake Tarleton Club (HSMA)

Manager: Walter Jacobs
Sales Manager: Joe L. McKible
Convention Season: June 8-30, Sept. 1-20
Largest Group Accommodated: 500 (206 rooms and 22 suites available)
Convention Rates: Single: 20.00-25.00; Double: 36.00; Suites: 40.00 to 55.00. American
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: Theater for movies, PA system, Spotlights, closed circuit TV
Stage: Available with complete theatrical equipment
Sports Facilities: Golf, putting course, 9-hole clock, tennis, baseball, handball, riding range, horses and buggys, badminton, bathing beach, boating, water skiing

For The Life of Your Convention



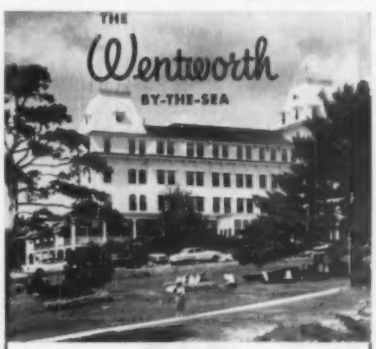
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The largest and finest convention meeting resort in New England, 10,000 acre estate. 10 separate meeting rooms, exhibition hall, dining room seating 900, completely trained staff to make your work a pleasure. 18-hole golf course, all sports, entertainment, and the greatest chefs in the U.S.A. Convention season, June thru October. Write today for brochures, programs and menus.

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Convention facilities for up to 400 persons. Golf. Tennis. Shuffleboard. Swimming Pool. Boating. Fishing. Clambakes. Shore Dinners. Easily reached by super highways.

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FRATERNAL AND SOCIAL GROUPS

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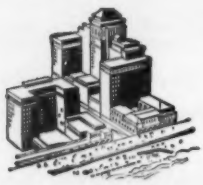
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SEE HERE!

Optometrists who have attended conventions here tell us our boardwalk is quite a spectacle.



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on the Boardwalk, Atlantic City, N.J.

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NEW HAMPSHIRE continued

PORTSMOUTH

Railroads: B. & Me.

Wentworth-By-The-Sea Hotel

See Advertisement, Page 139

(Phone: Ge 3100)
Manager: James B. Smith
Convention Season: May, June, Sept., Oct.
Largest Group Accommodated: 400 (230 rooms, 25 suites available)
Convention Rates: Single: 16.00-20.00; Double: 28.00-32.00; Suites: 10.00-15.00 for parlor. American
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 8 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00-50.00
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available (16'x20')
Sports Facilities: Golf, putting, driving range, swimming, tennis, boating, horseback riding, water skiing
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

RANDOLPH

Railroads: B. & M.

The Ravine House

(Phone: Ho 6-3311)

Manager: Mrs. Phyllis M. Shea
Convention Season: June-early July, mid Sept.—early Oct.
Largest Group Accommodated: 80 (35 rooms available)
Convention Rates: Single: 10.00-14.00; Double: 20.00-24.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 500 sq. ft. on one floor. Separate area
Audio-Visual Aids: PA system, spotlight, 16mm 35mm, slide projectors
Stage: Available
Sports Facilities: Golf, swimming, tennis, ping pong, shuffleboard, croquet

SUGAR HILL

Railroads: B. & Me.

Sunset Hill House (HSMA)

(Phone: VAlley 3-5522)
Manager: Warren Swift
Convention Season: June-Sept.-Oct
Largest Group Accommodated: 300 (175 rooms, 10 suites available)
Convention Rates: Single: 14.00-18.00; Double: 26.00-32.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: 30' by 15'
Sports Facilities: Golf, tennis, croquet, shuffleboard, billiards, putting greens, swimming pool

NEW JERSEY

ASBURY PARK

Railroads: PRR.; J.C.; N.Y. & Long Br.

Berkeley-Carteret Hotel (HSMA)

See Advertisement, Page 140

Ocean Ave. (Phone: Prospect 5-5000)
Manager: Moses Mager
Sales Manager: A. A. Gutteridge
Convention Season: Sept. through June — some small Summer meetings
Largest Group Accommodated: 650 (400 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms, 250 bedrooms
Convention Rates: Single: 8.00-10.00; Double: 12.00-16.00; Suites: 20.00-30.00
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 7 (600)
Group Meal Rates: Breakfast: .65-1.25; Lunch: .75-2.50; Dinner: 3.95-7.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, easels, projection equipment
Stage: Available
Sports Facilities: Golf, swimming, riding, tennis

ATLANTIC CITY

Railroads: PRR; P.-R. S. S.
Airlines: AAA, EAL

CONVENTION BUREAU

Atlantic City Convention Bureau
16 Central Pier
Wayne Stetson, Manager

AUDITORIUM

Atlantic City Convention Hall

2309 Boardwalk (Phone 4-3081)
Manager: Philip E. M. Thompson
Exhibit Areas: Main Hall, 156,802 sq. ft.; Ballroom, 23,000 sq. ft.; lower level, 97,488 sq. ft.
Rental Fees and Services: Basic rental for meetings—$2,500 a day for Arena; Ballroom: $500 for day or evening; $750 for day and evening; 25c per sq. ft. for exhibitions. Services include light, heat, use of booths and original chair set up
Floor Load: 250 lbs. per sq. ft. Ventilation: Ballroom, air conditioned; Main hall, fans
Ceiling Height: Ballroom, 60 ft.; Main Hall, 135 ft.; lower level, 10 ft. 2 ins. to 14 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Freight entrances, 25 ft. wide by 20 ft. high; main entrance, 54 ft. wide
Elevators and Capacities: Two 5-ton; two 25-ton
Columns: None except in lower level, 2 ft sq. at 20 ft. intervals
Utilities: All currents and all utilities
Loading Facilities: Loading platforms on each side of building; railroad siding on two sides
Storage Areas: Depends on occupancy
Meeting Rooms and Capacities: 21 with capacity 100 to 1,000; Ballroom, 4,400; arena, 32,000
Facilities for Food Functions and Banquets: Portable restaurant; banquets up to 10,000
Parking Facilities: 500 cars in lower level; numerous lots nearby
Distance from Business District: In center of business district

The Ambassador (HSMA)

Boardwalk at Stenton Ave. (Phone: 5-4141)
Manager: Fred Fisher
Sales Manager: Betty Torpey
Convention Season: All year
Largest Group Accommodated: 1,500 (600 rooms, 50 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 8.00-18.00; Double: 10.00-22.00; Suites: 20.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 21 (1,400)
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None, when headquarters
Net Exhibit Space: 60,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Available
Sports Facilities: Golf, fishing, swimming, boating, indoor pool, ice skating

Chalfonte-Haddon Hall (HSMA)

See Advertisement, Page 140

No. Carolina Ave. & Boardwalk (Phone: 4-0141)
Manager: Joseph I. McDonell
Sales Manager: E. D. Parrish
Convention Season: All year
Largest Group Accommodated: 1,500 (800 rooms, 75 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-11.00; Double: 10.00-26.00; Suites: 30.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 33 (1,800)
No. Banquet Rms. & Capacity of Largest: 12 (1,200)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: On request
Net Exhibit Space: 66,047 sq. ft.; 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, view-graph, cinemascope, 16mm, 35mm, 2x2 & 3¼ x 4 projectors
Stage: Available
Sports Facilities: Golf, tennis, fishing, hunting, squash courts, game rooms, putting green & shuffleboard, year 'round swimming pool
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

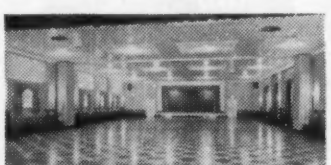
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ATLANTIC CITY, N. J.

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- UNEXCELLED LOCATION —in the heart of the resort, convenient to railroad and bus terminal.
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- EXPERIENCED STAFF to handle all details.

Telephone: 5-0141



Jefferson Auditorium
Atlantic City's Newest & Finest
Completely Air Conditioned

The Claridge Hotel (HSMA)

See Advertisement, Page 141

Boardwalk at Indiana (Phone: 5-1271)
Manager: George B. Bruni
Dir. of Sales: Ada Taylor
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 32 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Nov. 1 to March 31—Single: 7.00-15.00; Double: 11.00-19.00; Suites: 36.00-92.00. April 1 to Oct. 31—Single: 9.00-21.00; Double: 13.00-25.00; Suites: 47.00-110.00. European, American on request
No. Mtg. Rms. & Capacity of Largest: 12 (950)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 to 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound, 2x2 slide projectors, two screens
Stage: Available
Sports Facilities: Golf, tennis, fishing, swimming
Hotel Representative: William P. Wolfe Organization (see pg. 29)

Hotel Dennis (HSMA)

See Advertisement, Page 141

Boardwalk & Michigan Ave. (Phone: 4-8111)
Gen. Manager: Joseph M. Hitzel, Jr.
Dir. of sales. John E. Leishman
Convention Season: All year, except July and August
Largest Group Accommodated: 500 (300 rooms, 8 suites available)
Air Conditioning: Some banquet and meeting rooms
Convention Rates: Single: 8.00-17.00; Double: 11.00-24.00; Suites: 42.00-77.00
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: from 2.50; Lunch: from 3.00; Dinner: from 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projection booth, 35mm installation, 16mm carbon arc projector, carbon arc slide projector, screen
Sports Facilities: Bathing, fishing, golf nearby
Hotel Representative: Howard F. Dugan Associates (see pg. 29)

Jefferson (HSMA)

See Advertisement, Page 141

136 So. Kentucky Ave. (Phone: 5-0141)
Manager: John J. Rouse
Sales Manager: Michael McCleane
Convention Season: All year
Largest Group Accommodated: 450 (235 rooms, 40 suites available)
Air Conditioning: Banquet and meeting rooms, 62 bedrooms
Convention Rates: Single: 6.00-10.00; Double: 10.00-14.00; Suites: 24.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (800)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: None if headquarters
Net Exhibit Space: 8,875 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Tennis, golf, horseback riding, bicycling, fishing, swimming

The Madison (HSMA)

See Advertisement, Page 142

Illinois Ave. near Beach (Phone: 4-8191)
Manager: Dale J. Kishbaugh
Convention Season: All year
Largest Group Accommodated: 375 (185 rooms, 8 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms on request
Convention Rates: Single: 6.00-12.00; Double: 8.00-14.00; Suites: 24.00-32.00. European.

THE CLARIDGE HOTEL
ATLANTIC CITY

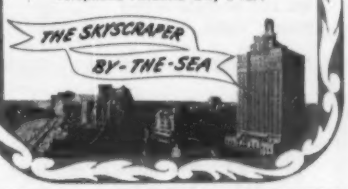
MODERN AS TOMORROW
TO SERVE YOU TODAY

Seventeen meeting rooms — climaxed by Trimble Hall—provide facilities for groups of from 25 to 950 persons. Exhibit space of approximately 12,000 square feet is available, serviced by heavy-duty elevator.

400 spacious rooms, each with tub and shower, fresh and sea water and free 21 in. console TV—splendid meals — health baths — music for dancing twice daily.

GEORGE B. BRUNI
Vice President & General Manager

ADA TAYLOR
Director of Sales
Telephone Atlantic City 5-1271

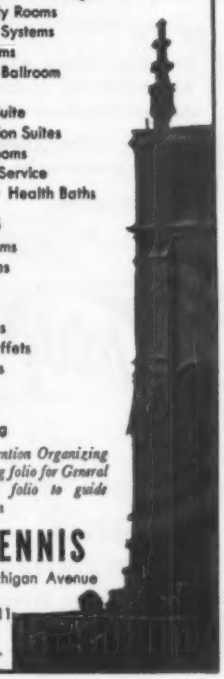


A WHOLE CONVENTION TOWN for 50 to 800 under one roof

EASY TO PLAN
Resident Convention Manager
Seried Assembly Rooms
Public Address Systems
Committee Rooms
Banquet Hall—Ballroom
Exhibit Areas
Roof Garden Suite
Private Reception Suites
Spacious Bedrooms
24-hour Room Service
Barber Shop • Health Baths

FUN FOR WIVES
Special Programs
Luncheon Parties
Card Parties
Fashion Shows
Couturier Shops
Sundecks • Buffets
Lobby Concerts
Beauty Salon
Luxury Service
Nightly Dancing

Write for free Convention Organizing Folios—Coordinating folio for General Chairman—separate folio to guide each special chairman



HOTEL DENNIS
Boardwalk at Michigan Avenue
Atlantic City
ATlantic City 4-8111
John Leishman,
Convention Mgr.

NOWHERE IN THE WORLD CAN SO MUCH BE ACCOMPLISHED WITH SO MUCH PLEASURE

SWIM! . . . in our colorful outdoor pool or luxurious tropical indoor pool . . . or (in season) ocean bathing right at our door!





SKATE! . . . on our spacious, colorful, artificial outdoor rink night and day during the winter months.

RELAX! . . . in our modern Health Club under a soothing massage. Ease away unwanted pounds in the steam room.





DANCE! . . . in the gay, sophisticated Submarine Room to the music of top flight orchestras.

DINE! . . . in a choice of distinguished restaurants featuring truly fine food.



SALES MEETINGS, EXHIBIT SPACE AND BANQUETS? THE TRAYMORE'S FACILITIES ARE UNEXCELLED IN ATLANTIC CITY.

For our entire ***CONVENTION STORY*** *please write or phone*

THE *Traymore*

A TISCH HOTEL

Center of the Boardwalk
ATLANTIC CITY
New Jersey
Atlantic City 4-3021

NEW JERSEY
Atlantic City continued

No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms.: 6
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel

Atlantic City's Traditionally Outstanding Convention Hotel

THE *Madison*

OVERLOOKING OCEAN at ILLINOIS AVE.

210 MODERN METICULOUS ROOMS
126 ROOMS WITH OCEAN VIEW

An Imaginative, Intelligent Cooperative Convention Staff

Fully Complete and Versatile Convention Facilities

JOHN R. HOLLINGER
Associate
CHARLES W. STITZER
President



Your Inquiries Will Receive Prompt and Personal Attention.

Telephone 4-8191

Charges for Mtg. Rms.: None if convention in hotel
Charges for Exhibit Areas: None if convention in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels
Stage: 10' by 16'
Sports Facilities: Surf bathing, golf, boating, fishing, riding, bicycling, tennis

President Hotel and Motel (HSMA)

Boardwalk at Albany (Phone: 4-5151)
Manager: Alexander Berman
Sales Manager: Lois H. Steckel
Convention Season: All year, except July or Aug.
Largest Group Accommodated: 700 (325 units, including 50 suites available
Air Conditioning: Ballroom and dining room, 225 bedrooms
Convention Rates: Single: 7.00-12.00; Double: 9.00-16.00; Suites: from 10.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Group Meal Rates: Breakfast: 2.00; Lunch: from 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool, beach, ice skating rink

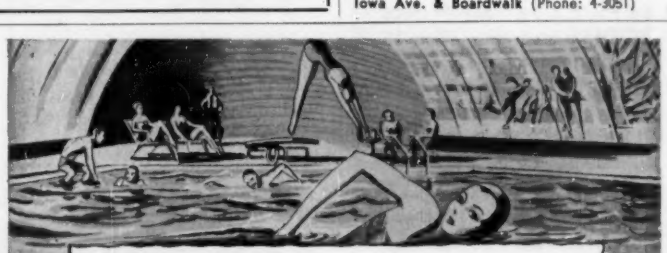
The Shelburne (HSMA)

See Advertisement, Page 142

Michigan & Boardwalk (Phone: 4-8131; Telegraph: SHELAC)
Manager: Roland beyer
Sales Manager: Marcus Ford
Convention Season: All year
Largest Group Accommodated: 1,000 (450 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Sept. to July—Single: 7.00-23.00; Double: 10.00-25.00; Suites: 38.00 up. European. July-Sept. upon request.
No. Mtg. Rms. & Capacity of Largest: 9 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, all types & sizes of projectors.
Stage: Available
Sports Facilities: Ocean & beach, boating, golf, horseback riding, tennis, surf & boat fishing, indoor swimming, skating
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Ritz-Carlton Hotel (HSMA)

Iowa Ave. & Boardwalk (Phone: 4-3051)



SWIM OUTDOORS
In a fabulous plastic-domed pool —comfortably heated

SKATE IN THE SUN
Ice rink right next to the pool



150 Casually Luxurious MOTEL TYPE UNITS
Delightful New Coffee Shop
New Children's Playroom

THE *Shelburne*
on the Boardwalk at Michigan Ave.
Atlantic City, N. J.



Write MARCUS FORD, Vice President In Charge of Sales
Telephone ATLANTIC CITY 4-8131

Executive Director: George Gorman
Convention Season: All year
Largest Group Accommodated: 800 (465 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 8.00-14.00; Double: 10.00-22.00; Suites: 30.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
No. Banquet Rms. & Capacity of Largest: 20 (1,100)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 34,306 sq. ft., separate areas
Audio-Visual Aids: PA system, spotlights
Stage: 64 ft. by 40 ft.
Sports Facilities: Swimming pool, shuffleboard, horseback riding, billiards, bicycling

Traymore Hotel (HSMA)

See Advertisement, Page 142

Boardwalk & Illinois (Phone: 4-3021)
Manager: Harold E. Baggs
Convention Season: All year
Largest Group Accommodated: 1,000 (570 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 8.00-22.00; Double: 10.00-24.00; Suites: 25.00-100.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (1,100)
No. Banquet Rms. & Capacity of Largest: 6 (900)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 40,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, ice skating

CAMDEN

Railroads: PRR; P. R. S. S.
Airlines: Served through Philadelphia

Walt Whitman Hotel

Broadway & Cooper St. (Phone: Woodlawn 4-5700)
Manager: I. Mokrin
Sales Manager: I. Epstein
Convention Season: All year
Largest Group Accommodated: 200 (175 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-9.50; Double: 9.00-14.00; Suites: 19.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms.: 6
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 15,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, tennis, swimming, bowling

ELIZABETH

Railroads: PRR; B. & O.; J.C

Elizabeth Carteret Hotel

1155 East Jersey St. (Phone: EL 3-4000)
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms, 10 suites available)
Air Conditioning: 3 banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.50-7.45; Double: 7.00-11.45; Suites: 12.50-15.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 2,928 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

HADDONFIELD

Railroads: Penna., P.R.S.S.

Cherry Hill Inn (HSMA)

Route 38 at Haddonfield Rd. (Phone: NOrmandy 2-7200)
Manager: F. R. Clausen
Sales Managers: Francis J. Vondra and James C. Grzer
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-14.00; Double: 15.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Charges for Exhibit Areas: None if meals are served
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, shuffleboard, horseback riding, swimming

JERSEY CITY

Railroads: B. & O.; J.C.; D.L. & W.; Erie; H. & M.; L.V.; N.J. & N.Y.; N.Y.C.; N.Y.S. & W.; PRR

Hotel Plaza

91 Sip Ave. (Phone: Oldfield 3-0100)
Manager: Samuel Forrest
Sales Manager: Betty Larkin
Convention Season: All year
Largest Group Accommodated: 100 (65 rooms, 5 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 4.50-6.00; Double: 8.00-10.00; Suites: 12.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.90; Lunch: 2.00; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 6.00 to 100.00
Charges for Exhibit Areas: 6.00 to 100.00
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights

LAKEWOOD

Railroads: J.C.

Laurel in The Pines

Lake Drive (Phone: Lakewood 6-8000)
Manager: Charles Seiden
Sales Manager: Frances Zwickel
Convention Season: Nov. to May
Largest Group Accommodated: 600 (350 rooms available)
No. Mtg. Rms. & Capacity of Largest: 2 (900)
No. Banquet Rms. & Capacity of Largest: 2 (900)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights; 8mm, 16mm projectors
Stage: Available
Sports Facilities: Swimming, ice skating, golf, horseback riding, tennis

NEWARK

Railroads: D.L. & W.; Erie; PRR; J.C.; L.V.; H. & M.
Airlines: AAA, AAL, BNF, CAP, DAL, EAL, MOH, NAL, N. Y. 'copter, TWA, UAL

Military Park Hotel

16-20 Park Place (Phone: MArket 3-4080)
Manager: James N. Kenny
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms, 6 suites available)
Air Conditioning: 50% bedrooms, all banquet halls
Convention Rates: Single: 6.50-8.00; Double: 11.00-13.00; Suites: 15.00-30.00. European.
No. Mtg. Rms. & Capacity of Largest: 14 (1200)
No. Banquet Rms.: 14
Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 3.00. Lunch and dinner prices higher on Saturdays and Sundays.
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served; otherwise nominal
Charges for Exhibit Areas: Same as for meeting rooms
Net Exhibit Space: 17,000 sq. ft. not all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Platforms in various sizes
Sports Facilities: None

Robert Treat Hotel (HSMA)

50 Park Place (Phone: Market 2-1000)
Manager: Stanley J. Akus
Sales Manager: Jack B. D. Still
Convention Season: All year
Largest Group Accommodated: 650 (250 rooms and 8 suites available)
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 15.00; Suites: 15.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Group Meal Rates: Breakfast: from .55; Lunch: from 1.10; Dinner: from 2.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: from 10.00
Net Exhibit Space: 8,000 sq. ft. on two floors
Audio-Visual Aids: Blackboards, PA system, spotlights
Stage: Available

NEW BRUNSWICK

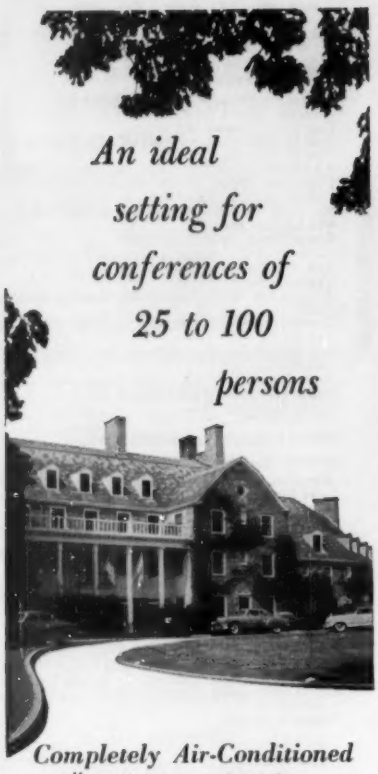
Railroads: PRR; Raritan

Roger Smith Hotel

See Advertisement, Page 143

18 Livingston Ave. (Phone: CHarter 7-6000)
Manager: Edward R. Roberts
Sales Manager: Donald C. Charpentrer
Convention Season: All year
Largest Group Accommodated: 200 (102 rooms 2 suites available)
Air Conditioning: All banquet halls 71 bedrooms
Convention Rates: Single: 4.75 to 10.00; Double: 6.75 to 12.50; Suites: 16.50-24.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 4 (425)
Liquor: Yes
Group Rates for Meals: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Charges for Mtg. Rms..: 7.50-200.00
Charges for Exhibit Rooms: 7.50-160.00
Net Exhibit Space: 3,450 sq. ft.
Audio-Visual Aids: PA system, spotlights





An ideal setting for conferences of 25 to 100 persons

Completely Air-Conditioned
all guest rooms, restaurants and meeting rooms

Conveniently Located
between New York and Philadelphia

Perfectly Situated
adjoining Princeton University campus

Excellent Facilities
spacious private function rooms

Experienced Staff
to make meetings pleasant and productive

Fine Accommodations
125 rooms, Cocktail Lounge, two Restaurants

Ample Recreation
overlooking Princeton golf course. Tennis

Gracious Atmosphere
Authentic Early American appointments

For information, write or call Sam Stewart, General Manager. Telephone WAlnut 4-5200

PRINCETON INN

Princeton, N.J.

NEW JERSEY

Ocean City continued

OCEAN CITY

Airlines: Allegheny
Railroads: PRR

Flanders Hotel (HSMA)

11th & Boardwalk (Phone: EXport 9-1000)
Manager: Mark D. Turner
Sales Manager: Albert E. Wright
Convention Season: September thru June
Largest Group Accommodated: 500 (250 rooms, 15 suites available)
Air Conditioning: One banquet and meeting room
Convention Rates: May & Sept.—Single: 16.00-19.00; Double: 12.00-17.00; Suites: 39.00. Oct. to April—Single: 11.50-14.50; Double: 11.00-14.50; Suites: 35.00. American.
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 5.00
Liquor: Served if brought by guests
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,000 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights
Stage: Portable
Sports Facilities: Swimming pools, tennis, shuffleboard, nearby golf, fishing, boating.
Hotel Representative: William P. Wolfe Organization (see pg. 29)

PATERSON

Railroads: Erie; D.L. & W.; N.Y.S. & W.

The Alexander Hamilton

55 Church St. (Phone: Sherwood 2-8000)
Manager: Leo A. Curley
Convention Season: All year
Largest Group Accommodated: 70 (50 rooms, 1 suite available)
Air Conditioning: 3 banquet and meeting rooms, 20 bedrooms
Convention Rates: Single: 5.00-6.25; Double: 10.75-12.50; Suites: 17.50. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00—150.00 per day
Charges for Exhibit Areas: 10.00-150.00 per day
Net Exhibit Space: 6,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, blackboards easels
Stage: 12 ft. by 24 ft.

PLAINFIELD

Railroads: J.C.; B. & O.

Park Hotel (HSMA)

123 E. 7th St. (Phone: Plainfield 6-3400)
President: A. W. Stender
Manager: Carl Breier
Sales Manager: Chester Getts
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms, 1 suite available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.25-9.00; Double: 11.00-14.00; Suites: 20.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: from 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Charges for Exhibit Areas: from 15.00
Net Exhibit Space: 2,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

PLEASANTDALE

Railroads: See Newark (30 minutes from Newark)
Airlines: See Newark

The Goldman

(Phone: Redwood 1-4400)
Manager: Arthur Goldman
Convention Season: All year
Largest Group Accommodated: 420 (230 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 16.00-20.00; Double: 30.00-50.00. Sept. to June—Double: 30.00-40.00. American
No. Mtg. Rms & Capacity of Largest: 6 (800)
No Banquet Rms. & Capacity of Largest: 5 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.25; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, blackboards
Stage: Yes (40 ft.)
Sports Facilities: Golf, handball, shuffleboard, baseball, volleyball, archery, tennis, swimming, indoor pool, ice skating rink

PRINCETON

Railroads: PRR

Nassau Inn (HSMA)

Palmer Square (Phone: WAlnut 1-7500)
Manager: George P. Washko
Sales Manager: Janet Oliver
Convention Season: All year
Largest Group Accommodated: 110 (50 rooms, 6 suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Sept. through June—Single: 8.00-12.00; Double: 14.00-16.00; Suites 25.00. July and August—Single: 7.00-11.00; Double: 12.00-16.00; Suites: 25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 8 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if rooms and meals served
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors available, blackboards, flip easels
Stage: Available
Sports Facilities: Golf, tennis

The Princeton Inn (HSMA)

See Advertisement, Page 144

(Phone: WA 4-5200)
Manager: Sam Stewart
Convention Season: All year
Largest Group Accommodated: 100 (75 rooms and 3 suites available)
Convention Rates: Single: 12.00 to 18.00; Double: 14.00-20.00; Suites: to 35.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.40; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Air Conditioning: Meeting, banquet rooms, bedrooms
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Yes
Net Exhibit Space: 3900 sq. ft. on one floor
Audio-Visual Aids: Spotlights, PA system, 16mm slide projector
Sports Facilities: 18 hole golf course adjacent
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

SPRING LAKE BEACH

Railroads: PRR; V.C.; N.Y. & L. Br.

Essex and Sussex Hotel (HSMA)

See Advertisement, Page 145

Ocean Avenue (Phone: GIbson 9-7000)
Manager: F. L. Abel
Sales Manager: F. F. Schock
Convention Season: Mid-June to mid-September; groups under 25 Monday thru Friday July & Aug.
Largest Group Accommodated: 425 (275 rooms, 10 suites available)
Convention Rates: Single: 18.00; Double: 32.00; Parlors: 16.00. American.
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, slide projectors, movie equipment
Stage: Portable
Sports Facilities: Surf bathing, tennis, putting, shuffleboard, golf one mile

The Monmouth Hotel

See Advertisement, Page 145

(Phone: Gibson 9-5000)
Managing Director: James J. Farrel
Sales Manager: Joseph P. Redden
Convention Season: June 1-July 2, September—after Labor Day
Largest Group Accommodated: 400 (250 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 18.00-24.00; Double: 28.00-34.00; Suites: 50.00. American
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 5 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000 sq. ft. on one floor. Separate area
Audio-Visual Aids: PA system, spotlights
Stage: 12 ft. by 20 ft.
Sports Facilities: Private beach, tennis, golf, putting green, shuffleboard

DISTINGUISHED
CONVENIENT
ATTENTIVE

HOTEL

A tradition of distinguished service. Convenient to New York and Philadelphia.

Attentive to your every wish.

Complete facilities for groups to 400 during June and September.

Essex & Sussex
Spring Lake Beach, N. J.

For full information write or phone:
F. F. Schock, Sales Mgr. Gibson 9-7000

TRENTON

Railroads: PRR; Read; T.-P. Traction
Airlines: AAA

Hildebrecht & Stacy-Trent Hotels

27 & 49 W. State St. (Phone: Export 2-2111)
Manager: Robert K. McPherson
Sales Manager: Seigfried-Demikoff, Hildebrecht; John Nugent, Stacy-Trent
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 6.00-9.00; Double: 9.75-14.00; Suites: 18.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (700)
No Banquet Rms. & Capacity of Largest: 13 (500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention headquarters
Charges for Exhibit Areas: Vary
Net Exhibit Space: 13,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, blackboards, easels, screens. Projectors available on rental basis
Stage: Yes (15'x11.33')
Sports Facilities: Golf

WEST END

Railroads: J.C.; N.Y. & L.B.; Penna

Hollywood Hotel

Cedar Ave. (Phone: Capital 9-1420)
Manager: Irving Cohen
Convention Season: June and Sept.
Largest Group Accommodated: 325 (140 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, 117 bedrooms
Convention Rates: Single: 12.00-14.00; Double: 13.00-15.00. American
No. Mtg. Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, pool

NEW MEXICO

ALBUQUERQUE

Railroads: A.T. & S. Fe
Airlines: CAL, FAL, TWA

AUDITORIUM

Civic Auditorium

Box 1923 (Phone CH 2-3575)
Manager: Jack Baker
Exhibit Areas: 23,500 sq. ft.
Rental Fees and Services: 325.00; plus 150.00 for matinee
Number of Meeting Rooms and Capacities: Main auditorium, 6,500; Main lobby room, 500; East lobby room, 300; West lobby room, 125
Ventilation: Air conditioning
Ceiling Height: 40 ft. PA System: Altec-Lansing
Dimensions, Opening to Exhibit Hall: 22 ft. wide, 12 ft. high
Columns, Locations and Dimensions: No columns
Locations, Size of Storage Areas: 6,000 sq. ft. in rear of arena
Facilities to Handle Food Functions: Catered banquet for 1,000
Parking Facilities: For 1,000 cars
Distance from Business District: 8 blocks

Hotel Alvarado

110 First Street, S.W. (Telegraph: Desk FAX FDZ)
Manager: Raymond W. Williams
Asst. Manager: R. O. Buck
Convention Season: All year
Largest Group Accommodated: 160 (80 rooms, 9 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-9.50; Double: 8.00-12.50; Suites: 20.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25. Dinner: 2.75
Liquor: Served in hotel
Charges for Exhibit Areas: 10.00-75.00
Charges for Mtg. Rms.: 10.00-75.00
Net Exhibit Space: 3,910 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf nearby

Hilton Hotel (HSMA)

See Advertisement, Page 33

125 2nd St. N.W. (Phone: CHapel 3-4423; Teletype AQ 85)
Manager: Bryan Gordon
Sales Manager: Richard Peirce
Convention Season: All year
Largest Group Accommodated: 200 (90 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-9.50; Double: 9.00-11.50; Suites: 23.00-26.00
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 2,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf, skiing, tennis, swimming, riding

GALLUP

Railroads: A.T.&S.Fe.
Airlines: FAL

Hotel El Rancho

Highway E. 66 (Phone: 650)
Manager: Martin L. Hanks
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-9.00; Double: 8.00-15.00; Suites: 12.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 5 (155)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming

SANTA FE

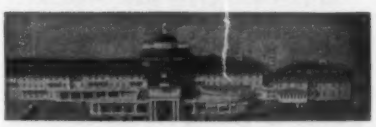
Railroads: Santa Fe
Airlines: CAL, TWA

The MONMOUTH HOTEL

SPRING LAKE BEACH, N. J.

- Two golf courses
- Air conditioned dining room
- Ocean cooled meeting rooms
- Tennis courts, shuffle board
- Private bathing beach
- Cocktail Lounge, Night Club

Overlooking the Atlantic Ocean



MEETINGS UP TO 400
JUNE AND SEPTEMBER
1 Hour Drive to NEW YORK or PHILADELPHIA
Write James J. Farrell Mgr
Same management as Palm Beach Biltmore

NEW MEXICO

Santa Fe continued

The Bishop's Lodge

See Advertisement, Page 146

Bishop's Lodge Road (Phone: 3-6378)
Manager: James R. Thorpe, Jr.
Convention Season: Sept. 15-June 15
Largest Group Accommodated: 125 (55 rooms, 12 suites available)
Convention Rates: Single: 16.00-22.00; Double: 28.00-34.00; Suites: from 36.00. American
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Net exhibit space 2,500 sq. ft.
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboard, 16mm, 3¼x4¼, 2x2, opaque projectors
Stage: Available
Sports Facilities: Golf, tennis, Shuffleboard, riding, swimming, hunting, fishing, skiing

THE
BISHOP'S
LODGE
SANTA FE, NEW MEXICO



Schedule your next meeting at one of America's finest resort Hotels —

- Modern, well equipped conference facilities
- Spacious, comfortable accommodations
- Outstanding food
- Convenient air, train and car rental facilities
- 5 minutes from historic old Santa Fe
- Internationally famous

Free from distractions, yet five short minutes from historic Santa Fe, The Bishop's Lodge offers the most modern conference facilities in the Southwest plus complete resort facilities for after work relaxations and social activities.

Write for our complimentary booklet, "A PLAN FOR GROUP MEETINGS"—no obligation.

JAMES R. THORPE, JR., MGR.
P. O. BOX 1655 TEL. YUCCA 3-6378
SANTA FE, NEW MEXICO

CONFERENCE SEASON SEPTEMBER 1—JULY 1

La Fonda Hotel

See Advertisement, Page 146

100 San Francisco St. (Phone: Santa Fe 3-5511)
Manager: William W. Wallace
Convention Season: From after Labor Day to June 30 (small mtgs. all year)
Largest Group Accommodated: 300 (205 rooms, 11 suites available)
Convention Rates: Single: 6.50-10.00; Double: 9.00-14.00; Suites: 17.50-50.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 984 sq. ft. on one floor
Audio-Visual Aids: PA system, 16mm movie projector, spotlights
Stage: 5 platforms each 4'x8'
Sports Facilities: Golf, fishing, hunting, riding, skiing, swimming

NEW YORK

ALBANY

Railroads: N.Y.C.; D. & H.
Airlines: AAL, EAL, MOH, TWA

CONVENTION BUREAU
Albany Convention & Visitors Bureau
74 Chapel St.
John D. Fulton, Executive Director

Manger Dewitt Clinton Hotel (HSMA)

See Advertisement, Page 146

State and Eagle Sts. (Phone: 4-6111)
Manager: Charles J. Mack
Sales Manager: Clark Murphy
Convention Season: All year
Largest Group Accomodated: 500 (400 rooms, 16 suites available)
Air Conditioning: Banquet and meeting rooms, many bedrooms
Convention Rates: Single: 7.00 up; Double: 8.50 up; Suites: 20.00-40.00
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, fishing

Sheraton—Ten Eyck Hotel (HSMA)

See Advertisement, Page 11

83 State St. (Phone: Albany 4-1111)
Manager: Morgan J. Smith
Sales Manager: William J. Smith
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 15 suites available)
Air Conditioning: 250 bedrooms, all banquet rooms and meeting rooms
Convention Rates: Single: 7.20-12.45; Double: 7.45-12.45; Suites: 15.52-42.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)

The sunny Southwest



AND ITS FAMOUS

Fred Harvey HOTELS

for a different meeting!

La Fonda
IN OLD SANTA FE, NEW MEXICO

The Alvarado
IN ALBUQUERQUE, NEW MEXICO

Grand Canyon HOTELS
EL TOVAR, BRIGHT ANGEL LODGE AND YAVAPAI LODGE, ARIZONA

Death Valley HOTELS
FURNACE CREEK INN AND FURNACE CREEK RANCH, CALIFORNIA

Write to Manager or: Monte S. Gordon, Fred Harvey, 530 West 6th Street, Los Angeles 14, California. MAdison 7-8048

In **ALBANY, N.Y.**
YOUR GROUP GETS



WHEN YOU MEET AT THE

Manger DeWitt Clinton

Service plus superb meeting-room facilities insure the success of your meeting at The Manger DeWitt Clinton. Every detail is handled with care, precision and foresight by an experienced, helpful staff. Banquet facilities for up to 450 persons—with efficient Manger *service* at every step!

For complete details, contact Charles J. Mack, Mgr., The Manger DeWitt Clinton, State & Eagle Sts., Albany, N. Y. Phone: Albany 4-6111, Teletype: AL-287.

Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.75
Liquor: Served in hotel
Charges ofrMtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,200 sq. ft.
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available

ALEXANDRIA BAY

Railroad: N.Y.C.

Thousands Islands Club

Wellesley Island (Phone: Alexandria Bay 420, New York JU 6-7982)
Manager: Lewis P. Beers
Sales Manager and Vice President: Miss Anne H. Booth
Convention Season: June 1 to Oct. 15 except July & Aug.
Largest Group Accommodated: 175 (85 rooms)
Convention Rates: Single: 20.00-23.00; Double: 30.00-33.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (175)
No. Banquet Rms. & Capacity of Largest: 1 (175)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 35mm motion picture projector
Stage: Yes
Sports Facilities: 18 hole golf course, tennis, swimming pool

BINGHAMTON

Airlines: EAL, Mohawk, TWA
Railroads: Erie, D. L. & W.; D. & H.

Sheraton-Binghamton Hotel

(Opening April 1959)
See Advertisement, Page 11

50 Front St. (Phone: 3-8341)
Manager: A. J. Pennecca
Sales Manager: James Mitchell
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 10.00-14.00; Suites: 20.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (675)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.65; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00-150.00
Charges for Exhibit Areas: 15.00-150.00
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: Projectors, screens, PA system, spotlights
Stage: 16' by 22'
Sports Facilities: Golf, bowling, boating, swiming

BROOKLYN

Railroads: See New York City
Airlines: See New York City

St. George Hotel

51 Clark St., (Phone: Main 4-5000)
Manager: Norman H. Free
Sales Manager: James Klarnet
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 30 suites available)
Air Conditioning: 100 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 6.00-8.00; Double: 9.00-12.00; Suites: 10.00-18.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (200)
No. Banquet Rms. & Capacity of Largest: 16 (2,875)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Area: Vary
Net Exhibit Space: 15,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16 mm projector
Stage: Available
Sports Facilities: Salt water swimming pool

BUFFALO

Railroads: B. & O.; B.C.; D.L. & W.; Erie; Gd. Tk.; Int.; Lt.; LV.; N.Y.C.; N.Y.C & St. L.; PRR; C. & O.; S.B.; Wab.
Airlines: AAA, AAL, CAP, LCA, MOH

CONVENTION BUREAU

Buffalo Convention & Tourist Bureau
155 Franklin St. (2)
H. Ward Stewart, Jr., Manager

AUDITORIUM

Memorial Auditorium

Main & Terrace (Mohawk 4200)
Manager: Thomas A. Timlin
Exhibit Areas: Arena, 32,629 sq. ft.; Exhibition Floor, 49,980 sq. ft.
Rental Fees and Services: $500 per day, all normal services
Floor Load: Exhibition Hall, unlimited; Arena, 200 lbs. per sq. ft.
Ventilation: Forced Air
Ceiling Height: Exhibition Hall: 14 ft.; Arena: 69 ft.
P. A. System: Complete
Dimensions, Opening to Exhibit Hall: 13 ft. wide, 11 ft. 3 in.
Columns: Arena, none; Exhibition Hall, 24-in. columns
Utilities: All currents, gas, steam, compressed air, water, drainage
Loading Facilities: Platform, 101 ft. by 16 ft.; railroad siding
Storage Areas: 22,000 sq. ft.
Meeting Rooms and Capacities: One, 1,800; one, 700; one, 1,200; one, 500; two, 600; one 15,000; two, from 25 to 75
Facilities for Food Functions and Banquet Capacity: Complete facilities for banquet of 3,000
Parking Facilities: 500 cars
Distance from Business District: In business district

Lafayette Hotel (HSMA)

Washington and Clinton Sts. (Phone: CL 5470)
Manager: E. J. Gavin
Sales Manager: William Ratzel
Convention Season: All year
Largest Group Accommodated: 400 (300 rooms, 8 suites available)
Air Conditioning: 1 banquet room
Convention Rates: Single: 7.00-10.75; Double: 10.00-14.00; Suites: 24.00-36.00
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Stage: Available

Lenox Hotel (HSMA)

140 North Ave. (Phone: GR 1700)
Manager: Geo. J. Mooney
Sales Manager: Madeline Pritchard
Convention Season: All year
Largest Group Accommodated: 180 (75 rooms, 5 suites available)
Air Conditioning: Banquet room, some bedrooms
Convention Rates: Single: 6.00 to 10.00; Double. 8.50 to 15.00; Suites: 15.00 to 23.00
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.90; Dinner: 3.10
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 10.00 to 75.00
Net Exhibit Space: 3,000 sq. ft.
Audio-Visual Aids: 16mm movie projector, 35mm slide projector, screen, PA system, spotlights
Stage: Yes

The Sheraton Hotel (HSMA)

See Advertisement, Page 11

715 Delaware (Phone: Grant 2121)
Manager: Don Cork
Sales Manager: John R. Trippe
Convention Season: All year
Largest Group Accommodated: 200 (125 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms, 90 bedrooms
Convention Rates: Single: 7.50-14.00; Double: 11.50-18.00; Suites: 12.50-30.00. European
No. Mtg. Rms. & Capacity of Largest 7 (225)
No. Banquet Rms. & Capacity of aLrgest: 7 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.90; Dinner: 3.10
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available

Buffalo Statler Hilton (HSMA)

See Advertisement, Page 33

107 Delaware Ave. (Phone: MOhawk 1000)
Manager: Carl Thurston
Sales Manager: Edward E. Murphy, Jr.
Convention Season: All year
Largest Group Accommodated: 1,600 (900 rooms 50 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-12.50; Double: 9.00-15.50; Suites: 24.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 17 (1,200)
No. Banquet Rms. & Capacity of Largest: 17 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 600.00 per day
Net Exhibit Space: 16,000 sq. ft. on one floor; 10,400 sq. ft. in separate area
Audio-Visual Aids: PA system, spotlights, projectors, blackboard, pegboard, flipcharts
Stage: 16 ft. by 42 ft.

Hotel Stuyvesant (HSMA)

245 Elmwood Ave. (Phone: Grant 8020)
Manager: Thomas P. McMann
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms, 14 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00-9.00; Double: 9.00-15.00; Suites: 14.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (350)
No. Banquet Rms. & Capacity of Largest: 9
Group Meal Rates: Breakfast: 1.50; Lunch: 1.90; Dinner: 3.10
Liquor: Yes
Charles for Mtg. Rms.: None if food served
Charges for Exhibit Areas: 10.00 to 150.00
Net Exhibit Space: 5,000
Audio-Visual Aids: 8, 16, 35mm projectors and screens, PA system, spotlights, screens
Stage: 12' x 14'
Sports Facilities: Golf and boating

Hotel Westbrook

675 Delaware Ave. (Phone: Grant 9100)
Manager: Harold A. Levin
Convention Season: All year
Largest Group Accommodated: 160 (70 rooms, 11 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 6.00 to 9.00; Double: 9.00 to 13.00; Suites: 15.00 to 27.50
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (225)
Group Meal Rates: Breakfast: .90; Lunch: 1.90; Dinner: 3.10
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 10.00 to 75.00
Net Exhibit Space: 3,000 sq. ft.
Audio-Visual Aids: 16mm and 35mm projectors, screen, PA system, spotlights
Stage: Yes

CANANDAIGUA

Railroad: N.Y.C.

Treadway Inn

See Advertisement, Pages 30, 31

(Phone: Canandaigua 970)
Manager: Robert P. Battle
Convention Season: All year
Largest Group Accommodated: 115 (65 rooms)
Air Conditioning: Some bedrooms
Convention Rates: Single: 13.50-20.00; Double: 11.50-18.00. American
No. Mtg. Rms. & Capacity of Largest: 5 (275)
No. Banquet Rms. & Capacity of Largest: 4 (175)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector, 35mm slide projector, easels
Stage: Yes (portable platforms)
Sports Facilities: Golf, swimming nearby

COOPERSTOWN

Railroads: D. & H.

NEW YORK

Cooperstown continued

Cooper Inn

See Advertisement, Pages 30, 31

(Phone: Coopertown 600 or 888)
Manager: James B. Dodge
Convention Season: All year
Largest Group Accommodated: 28 (14 rooms)
Convention Rates: Single: 20.00; Double: 17.00. American
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 350-400 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, 35mm slide projector
Stage: Yes (portable)
Sports Facilities: Golf, swimming, skiing (in season)

Treadway-Otesaga Hotel (HSMA)

See Advertisement, Pages 30, 31

(Phone: 888)
Manager: James B. Dodge
Convention Season: May-June, Sept., Oct.
Largest Group Accommodated: 250 (200 rooms available)
Convention Rates: Single: 20.00; Double: 34.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Liquor: Served in hotel
Group Meal Rates: Breakfast: 150; Lunch: 2.00; Dinner: 4.00
Charges for Exhibit Areas: None
Charges for Mtg. Rms.: None
Net Exhibit Space: 6,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, screen, 16mm sound projector
Stage, 30 ft. by 25 ft.
Sports Facilities: Golf, shuffleboard, swimming, tennis
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

ELMIRA

Railroads: D.L. & W.; Erie; L.V.; PRR
Airlines: CAP, MOH

Mark Twain Hotel

West Gray Street (Phone: 6221; Teletype TWX-95
Manager: William C. Emerson
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, 150 bedrooms
Convention Rates: Single: 6.50-9.00; Double: 10.00-14.00; Suites: 21.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,312 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, horseback riding, bowling, tennis

GLENS FALLS

Railroads: Del. & Hud.
Airlines: EAL, MOH

The Queensbury Hotel (HSMA)

50 Maple St. (Phone: 2-1121)
Manager: James F. Gilday
Sales Manager: Charles S. Bass
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-11.00; Double: 10.50-18.00; Suites: 25.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 7 (270)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.75; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, all types of projectors
Stage: Available
Sports Facilities: Swimming, golf, tennis, horseback riding, skiing, boating, dancing, hunting, fishing, horse racing

GROSSINGER

Bus Service: Intercity Transportation Co.—from New York City

Grossinger Hotel and Country Club (HSMA)

See Advertisement, Page 149

(Phone: Liberty, N.Y. 960)
Manager: Paul Grossinger
Sales Manager: Richard B. Braine
Convention Season: September through June
Largest Group Accommodated. 1,000 (525 rooms 25 suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 25 (1,600)
No. Banquet Rms. & Capacity of Largest: 1 (1,400)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 25,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16 mm projector
Stage: 40 ft. by 20 ft.
Sports Facilities: Golf, tennis, riding, indoor and outdoor swimming pools, fishing, boating, handball, ice skating, skiing, tobogganing



JAMESTOWN

Airlines: Allegheny
Railroads: Erie; N.Y.C.

Hotel Jamestown

106 West Third St. (Phone: 31-131)
Genl. Manager: Merton A. Johnson
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 7 suites available)
Air Conditioning: Banquet and meeting rooms, 11 bedrooms
Convention Rates: Single: 5.75-8.00; Double: 7.25-11.50; Suites: 15.00-17.00
No. Mtg. Rms. & Capacity of Largest: 6 (750)
No. Banquet Rms. & Capacity of Largest: 6 (630)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.75
Liquor? Served in hotel
Charges for Mtg. Rms.: None to conventions
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf

JOHNSTOWN

Treadway Inn

See Advertisement, Pages 30, 31

(Phone: 6-3121)
Manager: Andrew B. Murray
Convention Season: All year
Largest Group Accommodated: 100 (74 rooms, 4 suites available)
Air Conditioning: Some bedrooms
Convention Rates: Single: 6.25-9.00; Double: 10.00-12.00; Twin: 13.00-14.50 for two seasons; Suites: 9.50 for three persons. European
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 5 (140)
Group Meal Rates: Breakfast: 1.35; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,182 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, 35mm slide projector
Sports Facilities: Heated pool in summer, 1960

GROSSINGER'S



HAS EVERYTHING



FOR YOUR CONVENTIONS



ALL THE YEAR 'ROUND!

Only 2 hours from New York, in the beautiful Catskill Mountains, you'll find a blending of natural beauty and man-made ingenuity . . . 1000 acres of fabulous resort estate, providing America's most versatile setting for every type of Convention, Sales Meeting, Training Seminar and Incentive-Plan Holiday. In this pleasant country atmosphere you'll enjoy every modern facility for the smooth functioning of your convention; all the advantages of a captive audience, plus an unequalled array of Sports, Social and Entertainment features.

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There's the Championship 18-Hole Golf Course; Tennis on all-weather courts; Private Riding Academy and Bridle Trails; Grossinger Lake for Swimming, Boating, Fishing; Hunting in season; Outdoor Artificial Skating Rink open 7 months of the year; Skiing and Tobogganing in Winter; always Top-drawer Entertainment and Dancing nightly to 2 fine Orchestras.

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There are 25 Meeting Rooms, to seat from 10 to 1600 people . . . complete with latest ALTEC P. A. equipment, Movie and Slide Projectors and Large Screens, Tape Recording Facilities, etc. Convention Hall seating 1600 has 40′ x 20′ x 4′ Permanent Stage.

Conveniently reached from all directions over 6-lane super highways . . . and by private plane to JENNIE GROSSINGER AIRPORT.

A total of 25,000 square feet of Exhibit Space . . . 12,500 on this one floor!

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DIRECTOR OF SALES
GROSSINGER'S OFFICE, 221 WEST 57TH ST.
NEW YORK 19, N. Y. Phone Circle 7-4965

Grossinger's **ALL SPORTS at ALL SEASONS**

ON GROSSINGER LAKE

GROSSINGER, N. Y.

NEW YORK
continued

KIAMESHA LAKE

Bus Service: Shortline System; Intercity Transportation Co.—from New York City

Concord Hotel (HSMA)

See Advertisement, Page 151

(Phone: Monticello 1140)

Manager: Raymond Parker
Sales Manager: Jay Cohen
Convention Season: All year
Largest Group Accommodated: 2,000 (1,000 rooms and 75 suites available)
Convention Rates: Single: 14.00 to 30.00; Double: 12.00 to 25.00; Suites: 50.00 to 100.00. American
No. Mtg. Rms. & Capacity of Largest: 15 (3,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,500)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 750 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 35,000 sq. ft. on one floor
Audio-Visual Aids: 16mm sound projector, PA system, spotlights
Stage: 28' x 40'
Sports Facilities: Indoor and outdoor swimming pools, 2 golf courses
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

LAKE GEORGE

Railroad: Del. & Hud.

Sagamore Hotel

See Advertisement, Page 150

(Phone: Bolton Landing 3121)

FABULOUS SAGAMORE
WHERE THE GOVERNOR'S CONFERENCE WAS HELD
GREATEST IN 1960

NEW FOR 1960
WONDERFUL! EXCITING!
HEALTH CLUB
HEATED OLYMPIC-SIZE SWIMMING POOL
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IT'S AN ENTIRELY NEW BUILDING

MEETING ROOMS 50 TO 500

★ LARGEST CONVENTION THEATRE IN UPSTATE NEW YORK ★ ALL GUEST ROOMS AIR-CONDITIONED ★ "ONE OF THE TEN BEST GOLF COURSES," says N.Y. Times ★ GREAT CUISINE

MAY-JUNE-JULY-AUG.-SEPT.
IDEALLY LOCATED IN THE MIDDLE OF NEW YORK STATE



ON BEAUTIFUL LAKE GEORGE
SAGAMORE
BOLTON LANDING, N.Y.
N.Y. Office—1481 Broadway

Manager: James Feyko
Convention Season: May 1 to Oct. 1 except July 1 to 5 and July 17 to Aug. 15
Largest Group Accommodated: 500 (250 rooms and 10 suites available)
Convention Rates: 16.00 to 23.00 per person, according to size of group. American
No. Mtg. Rms. & Capacity of Largest: 5 (900)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: none
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: 16mm, 35mm Cinemascope projectors, PA system, spotlights
Stage: Available

LAKE PLACID

Railroads: N.Y.C.
Airlines: EAL

AUDITORIUM

Olympic Arena

Main Street (Phone: 800)
Manager: Stanley Benham
Exhibit Area: 20,000 sq. ft.
Rental Fees and Services: Free, conventions served by Chamber of Commerce at no charge
Floor Load: Unlimited
Ceiling Height: 55 ft.
Other Equipment Available: PA system
Dimensions, Opening to Exhibit Hall: 18 ft. by 16 ft.
Columns: None
Utilities: 110, 220 V, AC, DC, water
Loading Facilities: Door at street level, truck unloading on Arena floor
Storage Areas: 10,000 sq. ft.
Meeting Rooms and Capacities: Arena seats 5,000; three supplementary rooms
Facilities for Food Functions: Catering service can serve banquet for 2,000
Parking Facilities: Free facilities
Distance from Business District: Center of business district

The Homestead

16 Main St. (Phone: 73)
Manager: M. A. Roland
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 80 (45 rooms available)
Convention Rates: Single: 14.00; Double: 26.00-28.00. American
No. Mtg. Rms. & Capacity of Largest: 1 (70)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75-3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: Projectors
Sports Facilities: Tennis, boating, swimming, summer ice skating, fishing, golf, riding, plus all winter sports

Marcy Hotel

(Phone: 1500)
Manager: William Adler
Convention Season: All year, except Xmas, New Year's & Washington's birthday.
Largest Group Accommodated: 280 (135 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm projector and screen
Stage: Available
Sports Facilities: Skating, skiing, bobsledding, tobogganing, fishing, hunting, swimming, boating, water skiing, tennis, golf, horseback riding, bicycling
Hotel Representative: William P. Wolfe Organization, Inc. (see pg. 29)

Mirror Lake Inn

35 Lake Shore Drive
Manager: Mrs. C. M. Wikoff
Sales Manager: Dean Wikoff
Convention Season: All year, except holidays
Largest Group Accommodated: 100 (60 rooms available)
Convention Rates: Single: 15.00; Double 30.00. Rates for American Plan
No. Mtg. Rms.: 3
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: $1.50; Lunch: $1.75 to $2.25; Dinner: $2.50 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: 16 mm., 35 mm. sound projectors, blackboard, PA system
Sports Facilities: Tennis, Boatingfi Swimming, Summer Ice Skating, Fishing, Golf, Riding, plus all winter sports

St. Moritz Hotel

31 Saranac Ave. (Phone: 600, 601, 399)
Manager: William E. Rescoe
Convention Season: May to June, Sept., Oct.
Largest Group Accommodated: 150 (75 rooms, 6 suites available)
Convention Rates: Single: 13.00-15.00; Double: 24.00-28.00; Suites: 36.00-40.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8mm & 16mm sound projectors
Sports Facilities: Tennis, Golf, shuffleboard

Whiteface Inn (HSMA)

(Phone: Lake Placid 130)

Manager: F. Burton Fisher
Sales Manager: Sid Kirk
Convention Season: May 15 to July 10, Sept. 1 to Oct. 15
Largest Group Accommodated: 500 (300 rooms and 20 suites available)
Convention Rates: Single: 20.00; Double: 34.00; Suites: 44.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Net Exhibit Space: 3,400 sq. ft. on one floor
Audio-Visual Aids: 35mm projectors, PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, boating, bathing, fishing, water skiing, bowling
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

LIBERTY

Railroads: N.Y.O. & W.

Young's Gap Hotel

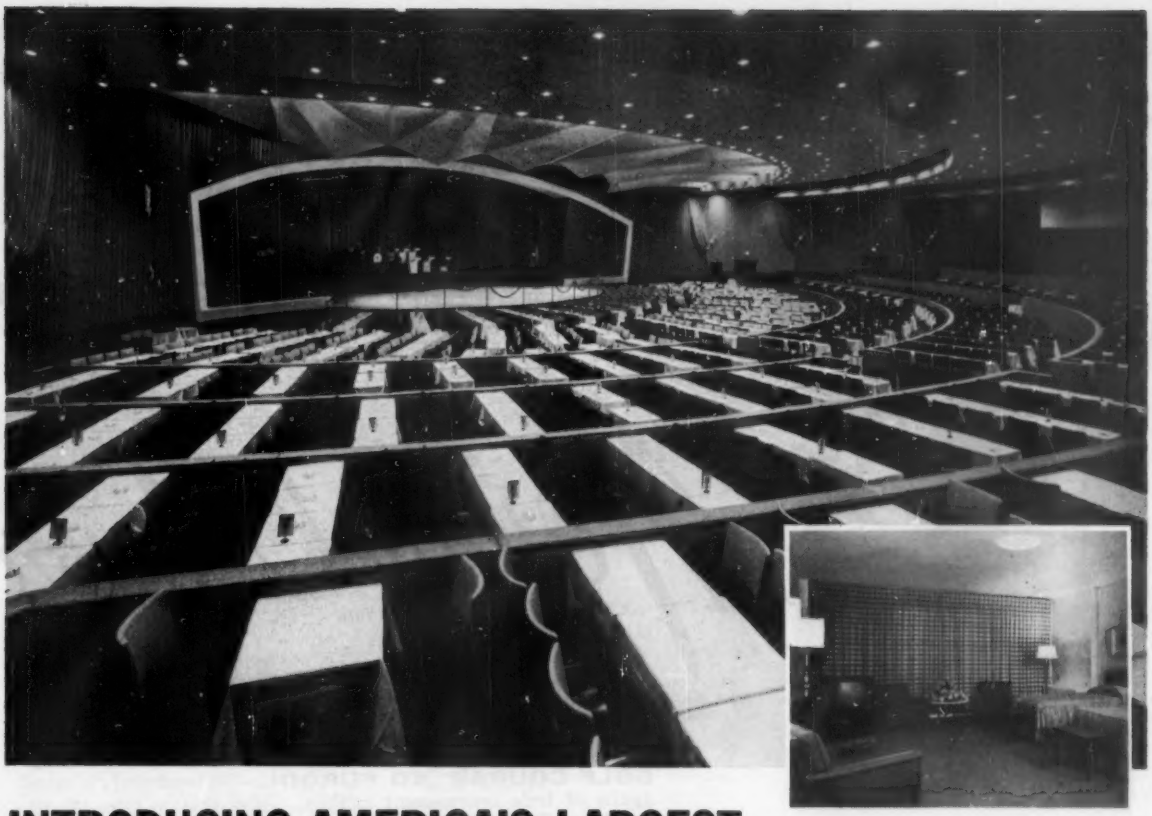
(Phone: Liberty 700)
Manager: Wolf Olkin
Sales Manager: Moe Senate
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, 48 bedrooms
Convention Rates: Single: 12.00-27.00; Double: 15.00-30.00; Suites: 45.00-47.50. Modified American
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, quoits, baseball, golf, shuffleboard, indoor ice skating, skiing, tobaggoning

LIVINGSTON MANOR

Railroads: N.Y.O. & W.

White Roe Lake Hotel

(Phone: 770)
Sales Manager: John Weiner
Convention Season: May-Oct.
Largest Group Accommodated: 350 (150 rooms available)
Convention Rates: 12.00-20.00 per person. American
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm and slide projectors
Stage: Available
Sports Facilities: Golf, swimming, horse back riding, tenis, boating, fishing, baseball



INTRODUCING AMERICA'S LARGEST HOTEL EXHIBITION FACILITIES

THE ULTIMATE IN COMFORT. Deluxe air-conditioned master suites, each with TV and two bathrooms, add pleasure and relaxation to your convention.

Here are over 27,000 square feet of unobstructed air conditioned floor space... an oversize elevated stage, 60′ by 60′, for display of vehicles, heavy equipment and product shows . . . at the famous Concord Hotel, where you get more work done while you have more fun!

Here, too, your convention or meeting can also benefit from the Concord's "drive-in" exhibition space—exceeding 40,000 square feet on one level, with unlimited floor load.

All exhibit areas, exhibition halls and staging facilities are yours at no extra charge when your meeting is at the Concord Hotel. There are over 25 air-conditioned private meeting and exhibit rooms accommodating 10 to 3,000 persons... dining room facilities for 2800 persons . . . over 1000 twin bedrooms.

Additional advantages of this American Plan hotel include:

- Golf on two courses
- Health clubs for men and women
- Three orchestras
- All star entertainment
- Four private dining rooms . . . conventioneers dine together, to discuss and fraternize
- 90 minutes from New York City
- Nearby airport
- Indoor and outdoor pools
- Year-round ice skating
- All-weather sun bathing
- 1000 bedrooms
- 75 executive suites
- Modern shops
- Open all year round
- Every facility to keep your men (and their wives) on the spot, available for meetings

Yes, the Concord has the facilities and the manpower to help make your convention the greatest ever. We've had hundreds of the biggest and best—and they come back year after year. Here are just a few of our recent clients:

Air National Guard • Gulf Oil • Allstate Insurance • Motorola TV • American Road Builders Assn. • DeJur-Amsco Corp. • Philco TV • Metropolitan Life Insurance Co. • National Lead Co. • Ford • Mutual of Omaha • Westinghouse Electric Corp. • National Theatre Owners Assn. • N.Y.S. Kiwanis • N.Y.S. Wholesale Liquor Assn.

For more information and new, illustrated Convention Booklet, call, wire or write, Dept. S

CONCORD

HOTEL KIAMESHA LAKE, N. Y.

RAY PARKER, *General Manager*
Jay Cohan, *Convention Sales Manager*

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Montauk, Long Island, New York



Exclusive Cabana, Pool and Surf Club facing the Atlantic.

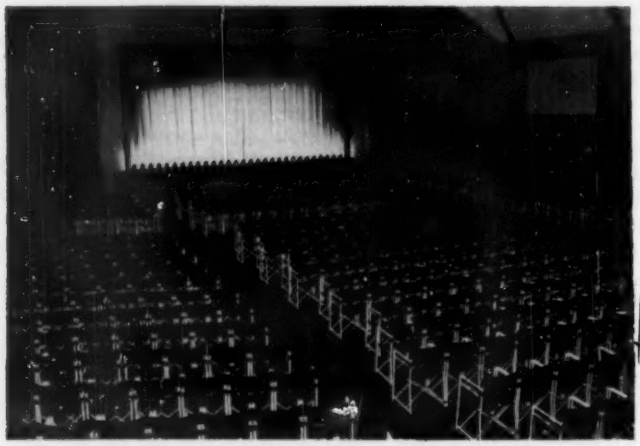


A new management, dedicated to unstinting service, has brought more than a congenial vibrant spirit to this famous 10,000 acre pollen-free resort...

THIS YEAR... Montauk Downs our own 18-hole championship **GOLF COURSE (ED FURGOL**—'59 head pro!) is once again of true tournament calibre... and this is true of all facilities: Tennis... Riding... the Beach and Cabana club... and the magnificent pool. Fishing is unequalled... and attracts sportsmen the world over to the famed Montauk Yacht Club, (for the exclusive use of members and guests)... deep sea, surf casting as well as fresh water fishing.

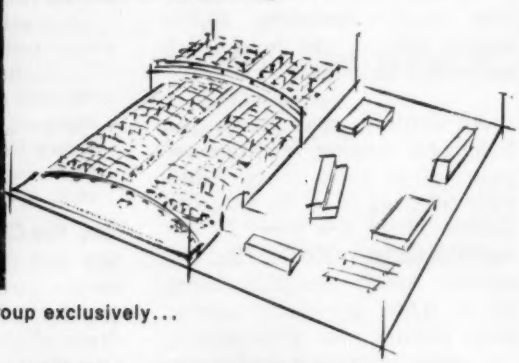
THIS YEAR... the cuisine sets a new standard of excellence... cocktail, buffet and banquet facilities too, are unsurpassed.

THIS YEAR... a new top-name entertainment policy... dancing in the Patio room... all in all you get *magnificently* more at Montauk Manor.



Only at Montauk Manor...

Our own theatre provides an impressive **CONVENTION AUDITORIUM** for up to 1,000 people... plus an adjacent **DISPLAY AREA OF EQUAL SIZE.** Private executive meeting and sales rooms are also in the building.



The entire Manor and all its facilities can be devoted to your group exclusively...

For complete details and special American Plan Rates...

contact R. D. Waterman, Convention Manager • New York Office: MUrray Hill 2-5198

NEW YORK
continued

LONG BEACH

Railroads: Long Island

The Lido (HSMA)

See Advertisement, Pages 157, 158, 159, 160, 161

(Phone: Long Beach, N. Y., GEneral 2-4500; New York City REgent 4-9000)
Sales Manager: Maurice Pfursich
Convention Season: May, June, Sept., October
Largest Group Accommodated: 600 (267 rooms, 20 suites available)
Air Conditioning:
Convention Rates: Single: 22.00-25.00; Double: 34.00-38.00; Parlors: 12.00 additional. American
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm. & 35 mm. projectors, blackboards, slide projectors, lecturns, easels, screens
Stage: Two
Sports Facilities: Golf, tennis, indoor and outdoor pools, fishing, archery, shuffleboard, water skiing, private beach and boardwalk

MONTAUK

Railroads: Long Island

Gurney's Inn

Old Montauk Highway (Phone: Montauk Point 8-2345)
Manager: Nick Monte
Convention Season: May, June, Sept., Oct.
Largest Group Accommodated: 125 (50 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 20.00-25.00; Double: 30.00-40.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system
Sports Facilities: Swimming, golf, tennis, riding, boating, water skiing, fishing

Montauk Manor (HSMA)

See Advertisement, Page 152

(Phone: Montauk Point 8-2311)
Manager: Neil Fitzgerald
Sales Manager: R. D. Waterman
Convention Season: June to October
Largest Group Accommodated: 350 (200 rooms, 6 suites available)
Convention Rates: June and Sept.—Single: 24.00; Double: 38.00; Suites: 53.00; July and Sept.—Single: 25.00; Double: 40.00; Suites: 55.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (575)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 6.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, projectors
Stage: Available
Sports Facilities: Golf, sailing, swimming, pool, riding, tennis, fishing, softball

NEW CITY

Railroads: NJ & NY

Dellwood Country Club

See Advertisement, Page 153

Phone: NE 4-4626
Manager: Lee Wills
Convention Season: All year
Largest Group Accommodated: 110 (60 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 24.00; Double: 18.00-20.00; Suites: 25.00. American
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: 16mm. sound projector, PA system, spotlights
Stage: 20' by 8'
Sports Facilities: Tennis, golf, swimming, volley ball, baseball, fishing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

NEW WINDSOR

Plum Point Country Club

See Advertisement, Page 153

(Phone: Newburgh, N. Y. JO 1-4270)
Manager: Nelson Bernstein
Convention Season: All year except June 15-Sept. 15
Convention Rates: 12.00-15.00 per day American
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 2 (80)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Set ups served
Audio-Visual Aids: PA system, 16mm sound projector, slide projector
Stage: Yes (20'x10')
Sports Facilities: Tennis, handball, swimming, golf range

NEW YORK CITY

Railroads: B. & O.; J.C.; D.L. & W.; Erie; H. & M.; L.V.; L.I.; N.J. & N.Y.; N.Y.C.; N.Y., NH & H.; N.Y.O. & W.; N.Y.S. & W.; Penn.; S.I.R.T.; W.S.
Airlines: AAA, AAL, BNF, CAP, Cubana, DAL, EAL, MOH, NAL, NY 'copter, NEA, NWA, FAA, TCA, Trans Caribbean, TWA, UAL

CONVENTION BUREAU

New York Convention & Visitors Bureau, Inc.
90 E. 42nd St. (17)
Royal W. Ryan, Executive Vice President

AUDITORIUMS

New York Coliseum

See Advertisement, Page 5

Columbus Circle (Phone: Plaza 7-5000)
Manager: Charles W. Strong
Exhibit Areas: Four floors First, 64,401 sq. ft. plus 13,686 sq. ft. on First Mezzanine; second floor, 82,517 sq. ft.; third floor, 70,563 sq. ft.; fourth, 70,003 sq. ft.

AN IDEAL CONFERENCE CENTER

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Only 45 minutes from New York City

EXCELLENT FACILITIES
Private function rooms to suit your needs.

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18 hole championship course, 3 fast clay tennis courts, olympic size pool.

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For Effective, Enjoyable CONVENTIONS
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Plum Point
COUNTRY CLUB
The Year Round Resort
Only 55 miles from New York City
- Outstanding Cuisine
- Plenty of parking space
- Excellent service . . . specializing in groups of 25 or less and up to 125
- Luxurious Accommodations
- Complete cooperation
- Attractive rates

Brochure on Request
NEW WINDSOR 4, N. Y.
Newburgh JO 1-4270

NEW YORK

New York City continued

Rental Fees and Services: First floor, $18,000; second floor, $23,000; third floor, $13,000; fourth floor, $10,000. Two-week period. Includes light, heat, storage
Floor Load: First and second floors, 300 lbs. per sq. ft.; third floor, 200 lbs. per sq. ft.; fourth floor, 150 lbs. per sq. ft.
Ventilation: Zone controlled air conditioning
Ceiling Height: Up to 55 ft. **PA System:** Yes
Dimensions, Opening to Exhibit Hall: Ramp to 1st floor, inner door 15'4" W x 17'6" H; Ramp to 2nd floor, inner door 20' W x 20' H
No. of Elevators and Capacities: 10 passenger elevators capacity 33 persons each. 5 freight elevators, capacity 75,000 lbs, largest (48' x 15' x 15')
Current and Utilities Available: AC, air, water, gas, steam television, vacuum, high and low tension
Loading Facilities: 80 ft. loading dock, 3 truck passages, ramp, 5 freight elevators
Locations, Size of Storage Areas: 8 - 12,000 sq. ft. on each floor
Number of Meeting Rooms and Capacities: 10, 25 to 300 Exhibit floors 6,250 to 8,149 each
Facilities to Handle Food Functions: Banquet for 1,000
Parking Facilities: Two levels under Coliseum hall
Distance from Business District: Center of district

Kingsbridge Armory

29 West Kingsbridge Rd., Bronx (LU 4-5700)
Manager: Ed Cullen, Superintendent
Exhibit Areas: 180,000 sq. ft.
Rental Fees and Services: $1,000-$1,500 per day; half rate for erection and dismantling time; no services included
Floor Load: Unlimited
Ventilation: Natural draft; 2 exhaust fans
Ceiling Height: 105 ft.
P. A. System: Available on rental
Dimensions, Opening to Exhibit Hall: 13 ft. high by 12 ft.; 25 ft. high by 20 ft.
Columns: None
Utilities: Water, gas, sewer, AC current—3-phase, 208 V, single-phase, 118 V, 60 cycle
Loading Facilities: Unload directly on floor
Storage Areas: 40,000 sq. ft.
Meeting Rooms and Capacities: 12 rooms seat up to 100; other rooms seat 1,000, 750, 400 and two seat 150 each
Facilities for Food Functions and Banquet Capacity: Dining room seats 510 for banquet
Parking Facilities: 3,000 cars, adjoining streets
Distance from Business District: 28 minutes by subway; 30 minutes by cab

Madison Square Garden

307 W. 49th St. (COlumbus 5-6800)
Manager: John A. Goldner
Exhibit Areas: Exhibition Hall, 50,000 sq. ft.
Rental Fees and Services: $1,000 per day; $500 per day for moving in and out; no services included in rental
Floor Load: 125 lbs. per sq. ft.
Ceiling Height: 14 ft.
P. A. System: Has to be installed
Dimensions, Opening to Exhibit Hall: 10 ft. wide by 12 ft. high
Columns: 30 ft. centers
Utilities: AC and DC current, water, gas
Loading Facilities: Drive onto floor
Storage Areas: 1,400 sq. ft.
Meeting Rooms: None
Parking Facilities: Adjacent to building
Distance from Business District: In midtown

"The Very Best in Exhibit Facilities"

By actual proof and evidence, the fact that the New York Trade Show Building offers the finest trade show facilities is no idle boast. In our three years of operation, over 200 progressive and forward looking trade shows, conventions have used our wonderful facilities. For those show managers and associations who have not enjoyed the many wonderful advantages here in our Trade Show Building, we are inviting them to visit with us and see for themselves just what they are missing. We would be pleased to have them with us. Special Attention to All Show Managers and Associations: There are certain periods in the year that we find difficulty in the sale of our space. Special considerations are now offered in the way of price, assistance and guidance from our Trade Show office. We invite those interested to phone, write or wire us for additional information. There is no obligation!

DUANE W. CARLTON, *President*

New York
TRADE SHOW
BUILDING



EIGHTH AVENUE AT 35th STREET
500 Eighth Avenue, N. Y. 1, N. Y.
LOngacre 4-4100

- 4 floors—200 rooms with display windows — complete circulation—no dead ends!
- 1 open floor of 18,000 square feet
- Acoustical ceilings
- 6 hi-speed elevators plus heavy duty freight lift
- Modern lighting equipment—ample A.C. 110 and 220—3 phase
- Crew of experienced personnel
- 8th Avenue, 35th to 36th Streets
- Tunnel to Penn Station
- Adequate facilities for storage
- Restaurant & Beverage Facilities—room service
- Free tables, shelving, racks and chairs
- Spotlights—special peg-board display walls
- Nearly 5,000 hotel rooms adjacent
- Center of Show Area
- Telephone in each room—switchboard service

Diagonally Across from Hotel New Yorker
COMPLETELY AIR-CONDITIONED

New York Trade Show Corp.

See Advertisement, Page 154

500 Eighth Ave. (1) (Phone: LOngacre 4-4100)
President and Executive Director: Duane W. Carlton
Exhibit Areas: 18,000 sq. ft., open booths plus additional 4 floors of 200 sample rooms
Rental Fees and Services: Meetings, $500 to $1,000; Exhibits, $600 to $1,000
Floor Load: 150 lbs. per sq. ft.
Ventilation: Air-conditioned
Ceiling Height: 11 ft. 2nd Floor, other Floors 8' 6"
PA System: Yes
Dimensions, Opening to Exhibit Hall: 180 ft. by 100 ft.
No. of Elevators and Capacities: 6 passenger elevators, 20 persons each
Columns, Locations and Dimensions: 18 columns, 1 ft., 11 inches square 2nd floor
Current and Utilities Available: AC ample, 110 and 220, 3 phase
Loading Facilities: Freight elevator, 9' x 9 x 17½' capacity 5,000 lbs.
Locations, Size of Storage Area: 5,000 sq. ft. in basement
Number of Meeting Rooms and Capacities: 200 (10 to 1500)
Facilities to Handle Food Functions: Can handle banquet for 1,200
Parking Facilities: Garage nearby
Distance from Business District: Center of business district

69th Regiment Armory

26th St. & Lexington Ave. (MU 4-6170)
Manager: Lt. Col. H. M. Lutz
Exhibit Areas: 32,000 sq. ft.
Rental Fees and Services: $743 per day; no service included
Floor Load: 180 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 100 ft.
PA System: Available on rental
Dimensions, Opening to Exhibit Hall: 10 ft. by 8 ft.
Elevators and Capacities: One freight, 4,000 lbs.
Columns: None
Utilities: AC 3-phase-208 V, single-phase-118 V, 60 cycle
Loading Facilities: Street level door
Meeting Rooms: None
Facilities for Food Function and Banquet Capacity: Restaurant can handle 250
Parking Facilities: None
Distance from Business District: In heart of city

71st Infantry Regiment Armory

34th St. and Park Ave. (MU 5-1771)
Manager: Col. Donald Sherman
Exhibit Areas: 40,000 sq. ft.
Rental Fees and Services: $1,000 per day; no services included
Floor Load: Unlimited
Ventilation: Windows
Ceiling Height: 100 ft.; 9 ft. under balcony
PA System: Available on rental
Dimensions, Opening to Exhibit Hall: 10 ft. high, 10 ft. wide
Columns: None



TWA puts wings on convention planning



BOSTON · NEW YORK · ATLANTIC CITY · PHILADELPHIA · WASHINGTON

The Atlantic seaboard offers everything for your convention. And TWA offers the finest way to fly there. With TWA BOEING 707s, fastest Jetliners in the U.S., and magnificent Skyliners, TWA serves 70 U.S. cities.

TWA offers every assistance, from selecting the site to round-trip transportation. TWA's Convention Bureau specialists help you to find the facilities best suited to make your meeting an outstanding success... accommodations for groups of any size... relaxing recreation.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office now. Or write: Herb Lynn, Convention Sales Manager, TWA, 380 Madison Avenue, New York 17, New York.

FLY THE FINEST... FLY TWA USA · EUROPE · AFRICA · ASIA

GOING TO NEW YORK?
MAKE A DATE WITH THE "8"

Newest, quietest, roomiest of all. United Air Lines DC-8 Jet Mainliner® is the *best of the jets*. Fly it soon.

For convention and post-convention tour planning, call or write: M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

UNITED AIR LINES DC-8
JET MAINLINER, BY DOUGLAS

NEW YORK

New York City continued

Utilities: AC current single and three-phase, 60 cycle
Loading Facilities: Door from street level
Storage Areas: None
Facilities for Food Function and Banquet Capacity: Restaurant seating up to 300
Parking Facilities: 2 garages within one block and 3 parking lots within two blocks
Distance from Business District: In business district

Astor Hotel (HSMA)

See Advertisement, Page 156

Times Square (Phone: Judson 6-3000; Teletype NY 1,2715)
Manager: Frank Kridel
Convention Season: All year
Largest Group Accommodated: 750 (350 rooms, 80 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-17.00; Double: 13.00-21.00; Suites: 20.00-55.00. European
No. Mtg. Rms. & Capacity of Largest: 20 (2,500)
No. Banquet Rms. & Capacity of Largest: 9 (2,500)
Group Meal Rates: Breakfast: 3.00; Lunch: 4.50; Dinner 6.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: 10.00 per running sq. ft.
Net Exhibit Space: 18,000
Audio-Visual Aids: PA system, spotlights
Stage: Yes (25'x40')

Barbizon-Plaza Hotel

See Advertisement, Page 161

106 Central Park South (Phone: CI 7-7000)
Gen. Manager: David S. Racusin
Sales Manager: Charles D. Erickson
Convention Season: All year
Largest Group Accommodated: 700 (700 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.50-14.00; Double: 14.00-19.50; Suites 30.00-35.00
No. Mtg. Rms. & Capacity of Largest: 22 (265)
No. Banquet Rms. & Capacity of Largest: 3 (200) (450 buffet style)
Group Meal Rates: Breakfast: .85-1.65; Lunch: 1.85-2.50; Dinner: 2.85-3.95
Liquor: Served in hotel
Charges for Mtg. Rms.: Meetings only—25.00 to 100.00
Net Exhibit Space: 15,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, professionally equipped theatre
Stage: Available
Hotel Representative: William P. Wolfe Organization (see pg. 29)

The Biltmore (HSMA)

See Advertisement, Page 162

Madison Ave. at 43rd St. (Phone: Murray Hill 7-7000)
Gen. Manager: Thomas J. Kane
Sales Manager: Xavier Lividini
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms, 75 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 8.00-19.95; Double: 12.00-20.95; Suites: 25.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 25 (1000)
No. Banquet Rms. & Capacity of Largest: 18 (850)
Group Meal Rates: Breakfast: 3.00 up; Lunch: 4.50; Dinner: 6.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 9,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Men's health club, bowling

For Successful Meetings

TWO GREAT HOTELS ON TIMES SQUARE

Now under one management, the famous Hotel Astor and New York's newest, Hotel Manhattan, offer the most flexible meeting facilities in this capital city of conventionland. Each is fully equipped—and teamed up as a *combined* convention headquarters, they offer facilities unmatched anywhere. Air conditioning, superb staffs, comfortable guest rooms, modern equipment, fine restaurants, and ideal location, combine to make the Astor and the Manhattan wonderful choices for your next meeting.

HOTEL MANHATTAN
44th to 45th Sts. at Eighth Ave.
JUdson 2-0300

New York's newest hotel. 10 luxurious meeting rooms for 10 to 500 people. 1400 air conditioned rooms, each with radio and TV. Excellent garage facilities.

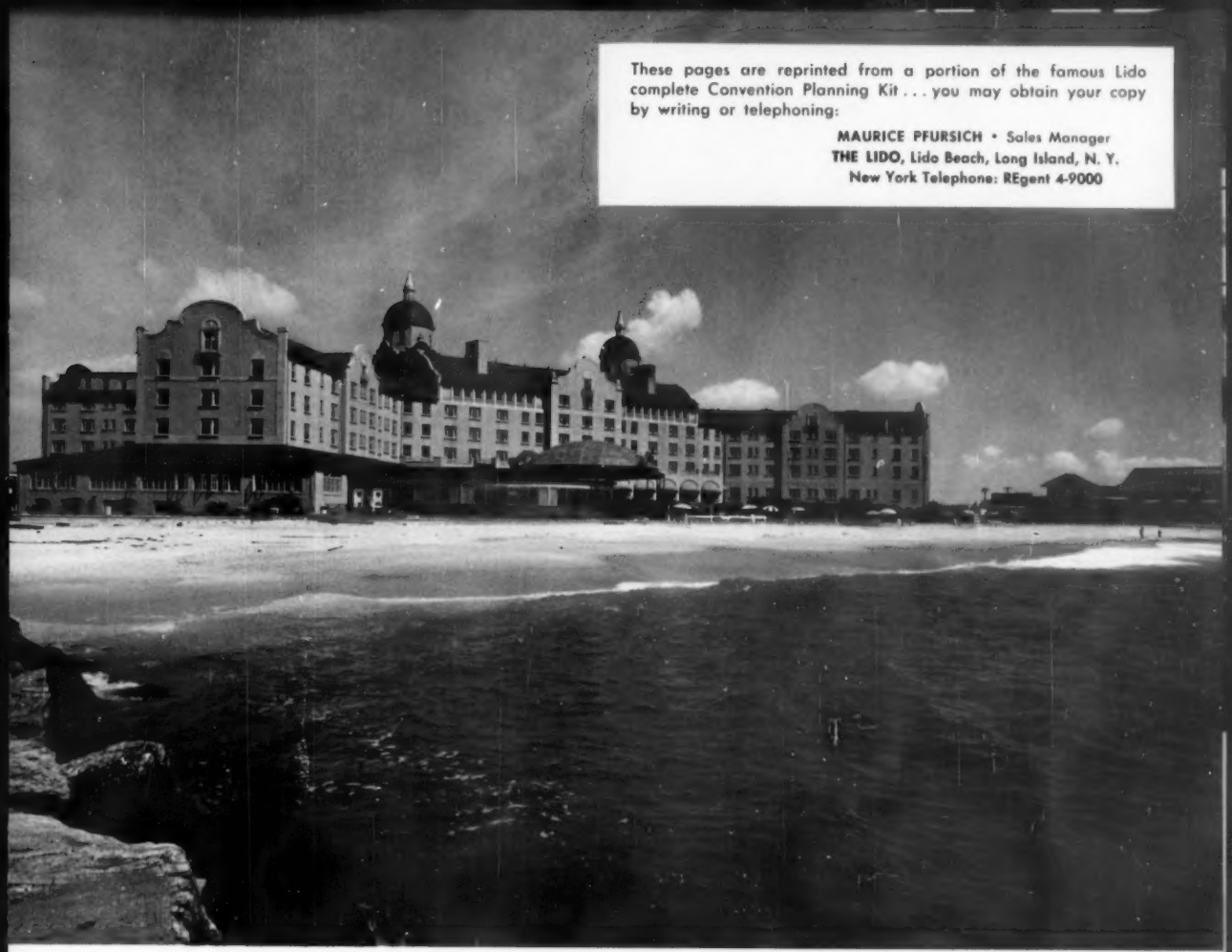


HOTEL ASTOR
44th to 45th Sts. on Broadway
JUdson 6-3000

21 meeting rooms, for 15 to 3000 people. Includes the largest ballroom in New York. 750 air conditioned rooms, each with radio and television.

HOTEL ASTOR HOTEL MANHATTAN
NEW YORK

ZECKENDORF HOTELS • FRANK W. KRIDEL • EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER



These pages are reprinted from a portion of the famous Lido complete Convention Planning Kit . . . you may obtain your copy by writing or telephoning:

MAURICE PFURSICH • Sales Manager
THE LIDO, Lido Beach, Long Island, N. Y.
New York Telephone: REgent 4-9000

CONVENTION LIFE AT Lido...

ANNOUNCING A NEW POLICY...

For the first time — in response to the demand — the months of May, June, September and October will be reserved *exclusively* for conventions.

Where else but at Lido can you hold a convention that offers enviable proximity to mid-Manhattan plus the multi-fold facilities of a renowned resort hotel with one mile of private beach and boardwalk on the Atlantic Ocean. Convention delegates at this magnificent private resort estate are a willing "captive audience"... an inspection-visit will make the reasons obvious. . . .



the famed Lido Cuisine

The Lido Dining Rooms' elegance and matchless service are only surpassed by the quality and selection of the food offered. Continental specialties that appeal to the eye as well as the palate are all part of the fare. The ever-changing Lido menu is an exciting tribute to the culinary arts and to Life at Lido.



PATIO (Dome Partially Open)

An important part of al fresco Life at Lido is the Patio, primarily designed for outdoor meetings, exhibits, luncheon in swim suits and evening entertainment under the stars. For those rare occasons when weather would indicate "going indoors" the Patio sliding plastic dome automatically converts it into a weatherproof room . . . gay and colorful! This is but one of eleven dramatic Lido meeting rooms.



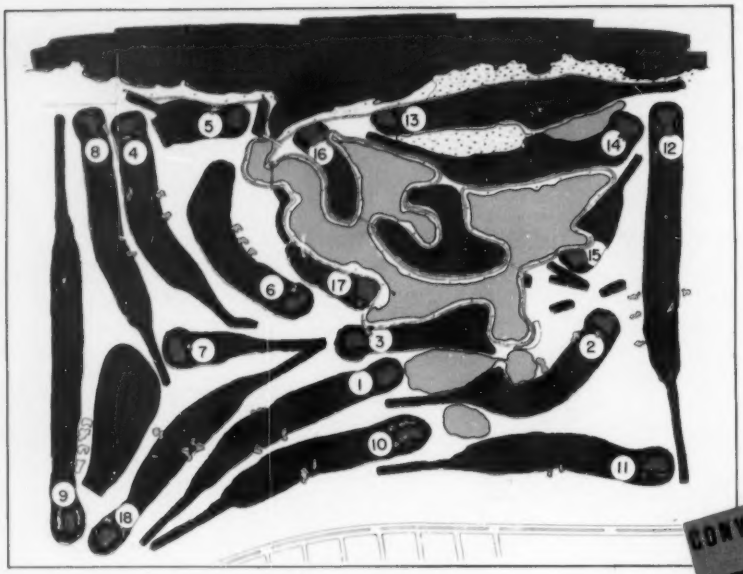
THE 16th . . . LIDO'S FAMOUS CHANNEL HOLE

The Channel Hole, the 16th, with its double water carry, is rated one of the most interesting par 5's in the world . . . Indicative indeed of the general excellence of design of this great Tournament Golf Course.



Sport-facilities Unsurpassed!

Superb swimming in the Atlantic is only the beginning . . . there's an Olympic Outdoor Pool, a glass enclosed tiled Indoor Pool, Water Skiing, seven well-kept Tennis Courts, Handball Courts, Softball Diamond, Ping-Pong rooms plus all the usual recreational facilities. In addition there's deep sea, and surf fishing and boating, 200 cabanas, steam rooms, Solaria, Massage departments, Barbershop and Beauty Salon are all close at hand.



"Just 60 minutes from Broadway..."

In addition to being so close to the heart of the Great White Way, Lido is easily accessible from distant parts of the country . . . transportation facilities are uniquely convenient . . . 40 trains daily from Penn Station . . . Idlewild Airport less than 30 minutes away. La Guardia almost as near . . . the Belt Parkway super-highway system provides direct access to Lido. Only 40 minutes from Flushing Meadow—the proposed site of the 1964-1965 Worlds Fair.

COMPLETE CONVENTION SUCCESS is assured since an alert ownership-management is always in residence and is dedicated to providing your organization with its personal cooperation at all times.

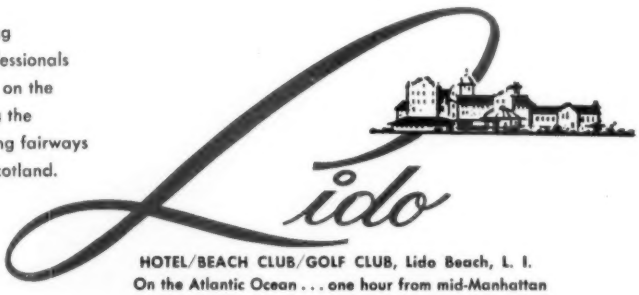


for those who say: "...golf makes a convention..."

THE COMPLETE CONVENTION PLANNING KIT...

Yours at no obligation • write or phone
MAURICE PFURSICH, Sales Manager
The Lido, Lido Beach, Long Island, New York,
New York Telephone: REgent 4-9000

Robert Trent Jones has designed for Lido an outstanding Golf Course. It has been applauded by amateurs, professionals and sportswriters. The seaside layout is an improvement on the former Lido golf course which gained world fame during the 20's and 30's. The Golf Course with its billowy, undulating fairways is reminiscent of several famous links in England and Scotland.



HOTEL/BEACH CLUB/GOLF CLUB, Lido Beach, L. I.
On the Atlantic Ocean . . . one hour from mid-Manhattan

Accommodating groups up to 600 persons . . . with space for an additional 500 in nearby hotels.

Here are just a few of the organizations who have chosen the Lido:
INTERNATIONAL BUSINESS MACHINES CORP., U. S. TRADEMARK ASSOCIATION, INDUSTRIAL TRUCK ASSOCIATION, EMERSON RADIO & PHONOGRAPH CORP., PRUDENTIAL INSURANCE CO. OF AMERICA, N. Y. LIFE INSURANCE COMPANY, MATERIAL HANDLING INSTITUTE

Commodore Hotel (HSMA)

See Advertisement, Page 162

42nd St. & Lexington Ave. (Phone: MUrray Hill 6-6000)
Manager: Geo. H. Howard
Sales Manager: John C. Egan
Convention Season: All year
Largest Group Accommodated: 2,500 (1,200 rooms, 100 suites available)
Air Conditioning: Banquet and meeting rooms, 800 bedrooms
Convention Rates: Single: 7.00-16.50; Double: 13.00-22.00; Suites: 21.00-52.50. European
No. Mtg. Rms. & Capacity of Largest: 22 (2,200)
No. Banquet Rms. & Capacity of Largest: 22 (1,800)
Group Meal Rates: Breakfast: 3.00; Lunch: 4.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Hotel Representatives: John A. Tetley Co., Inc., Leonard Hicks, Jr. and Associates, Inc., Ruth Bedrossian (see pg. 29)

Hotel Edison (HSMA)

See Advertisement, Page 162

228 W. 47th St. (Ph ne: Circle 6-5000)
Manager: Joseph J. Van
Sales Manager: Charles W. Tierney
Convention Season: All year
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 8.50-13.00; Double: 12.50-16.50; Twin: 14.50-18.50; Suites: 20.00-30.00
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 4 (600)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Open
Charges for Exhibit Areas: Open
Net Exhibit Space: 4,000 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (325 sq. ft.)

Essex House (HSMA)

160 Central Park South (Phone: Circle 7-0300)
Manager: Vincent J. Coyle
Convention Season: All year
Largest Group Accommodate: 200 (150 rooms, 50 suites available)
Air Conditioning: Most bedrooms, all banquet and meeting rooms
Convention Rates: Single: 13.00-23.00; Double: 17.00-25.00; Suites: 35.00-70.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 to 600.00
Charges for Exhibit Areas: 25.00 to 600.00
Net Exhibit Space: 11,000 sq. ft. on 2 floors
Audio-Visual Aids: PA system, spotlights, projectors from rental service
Stage: Available
Hotel Representative: Utell International (see pg. 29)

Man on the move



Our own 550 seat theater right in the hotel

"Ideal!" says Walter Brunauer, Sales Mgr. of Service Products, Lily-Tulip Cup Corp. and Chairman, New York Sales Executive Club Education Committee.

"Yes, the Barbizon-Plaza's 550-seat theater is just perfect for every type of sales meeting and convention." There are 7,000 square feet of adjacent exhibit space and 20 air-conditioned, smaller meeting rooms, plus closed circuit television. And you really live at the Barbizon-Plaza! Delicious French and American cuisine, air-conditioning dial-controlled in every room. All rooms have private bath, radio, and TV. Central Park is at your door... and Broadway, Fifth Avenue, Radio City, the new Coliseum, are just a step away. "See what I mean? Ideal!"

Write to Director of Sales for illustrated brochure.

BARBIZON-PLAZA
106 Central Park South at 6th Avenue overlooking Central Park

What the Riviera is to the Mediterranean, Lido is to the Atlantic

Distinguished HOTELS

Plan your next
CONFERENCE
at this Distinguished Hotel

The
BILTMORE
"The Executive Hotel of New York"
43rd Street at Madison Avenue
Private elevator from Grand Central

- Choice of 26 air-conditioned meeting rooms, for 10 to 1000.
- Staff of specialists in meeting arrangements.

INFORMATION & RESERVATIONS
Write or phone The Biltmore (MU 7-7000) or Service Representative Robert F. Warner, Inc. in New York, Boston, Washington, Chicago, Toronto; Glen W. Fawcett, Inc. in Dallas, San Diego, Los Angeles, Santa Barbara, San Francisco, Portland, Seattle.

Private elevator from Grand Central

NEW YORK
New York City continued

Hotel Governor Clinton (HSMA)
31st St. & 7th Avenue (Phone: Pennsylvania 6-3400; Teletype: N.Y. 1,3202)
Manager: Victor J. Giles
Convention Manager: J. H. Syrett
Convention Season: All year
Largest Group Accommodated: 1,500 (900 rooms, 10 suites available)
Air Conditioning: All meeting rooms, 450 bedrooms
Convention Rates: Single: 7.50-12.00; Twins, 12.00-19.00; Double: 12.00-19.00; Suites: 21.50-47.50. European
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms.: 12
Group Meal Rates: Breakfast: 3.00; Lunch: 4.00; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Net Exhibit Space: 8,371 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Portable

Henry Hudson Hotel (HSMA)
See Advertisement, Page 163
353 West 57th Street (Phone: CO 5-6100)
Manager: Albert F. Koenig
Sales Manager: Frank W. Berkman
Convention Season: All year
Largest Group Accommodated: 800 (500 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 11.00-17.00; Suites 20.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)

Every Facility for a Perfect Trade Show
13,000 sq. feet of Public Space Available
A Personalized Hotel in the Heart of the Theatre District and Radio City
1000 AIR-COND. ROOMS • TV



HOME OF THE FAMOUS GREEN ROOM
New York's Newest HOTEL
EDISON
46th to 47th Sts. • Just west of B'way
Milton J. Kramer, pres.
Ownership Management

Executives: ideal facilities for
SALES MEETINGS
CONVENTIONS • INCENTIVES
Consider the advantages of the Edison's newly decorated and magnificent Banquet Halls. No finer facilities anywhere, sensible prices...conveniently located in midtown Manhattan.
Accommodations for 20 to 1000
For Reservations call Robert D. Howard
Circle 6-5000



So much more - -
at the Commodore!
NEW YORK'S MOST COMPLETE CONVENTION HOTEL!

OUTSTANDING FACILITIES . . . for groups up to 3500. Air-conditioned meeting and banquet rooms, including four of Manhattan's largest ballrooms. Attractive restaurants and the famous Commodore Bar.

IDEAL MIDTOWN LOCATION . . . right at Grand Central. Minutes from Penn Station, Airline Terminals, the Coliseum, Madison Square Garden, shops, theatres and night spots. All transportation at the door.

CHOICE ACCOMMODATIONS . . . at reasonable rates. 2000 outside guest rooms and suites with bath.

For full information: Phone JOHN C. EGAN, Director of Sales, MU 6-6000

HOTEL COMMODORE
42ND ST. AT LEXINGTON AVE., N.Y. 17, N.Y. • MURRAY HILL 6-6000 • A ZECKENDORF HOTEL

in NEW YORK CITY

No. Banquet Rms. & Capacity of Largest: 15 (750)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.75; Dinner: 4.75
Liquor: Served in hotel
Net Exhibit Space: 3,000 sq. ft. on one floor, separated area from meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool
Hotel Representative: Utell International (see pg. 29)

Lexington Hotel

48th & Lexington Ave. (Phone: Plaza 5-4400)
Genl. Manager: Fred F. Holsten
Sales Manager: Peter Mellon
Convention Season: All year
Largest Group Accommodated: 1,000 (740 rooms, 25 suites available)
Air Conditioning: Banquet rooms, 12 floors
No. Mtg. Rms. & Capacity of Largest: 3 (80)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.75; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 up, depends upon usage
Charges for Exhibit Areas: 25.00 up, depends upon usage
Net Exhibit Space: 2,750 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen, blackboards
Stage: Available
Hotel Representative: Utell International (see pg. 29)

Manger Vanderbilt Hotel (HSMA)

See Advertisement, Page 164

Park Ave. at 34th St. (Phone: Murray Hill 3-4000)
Manager: Walter Henkel
Sales Manager: Virginia Bush
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 25 suites available)
Air Conditioning: 80% bedrooms, banquet halls
Convention Rates: Single: 8.00; Double: 12.50-20.50; Suites: 26.50-49.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 3.50; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 10,693 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

Manhattan Hotel (HSMA)

See Advertisement, Page 156

44th & 45th St. & 8th Ave. (Phone: Judson 2-0300)
Manager: Frank W. Kridel
Sales Manager: William H. Hutchinson
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms, 18 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-14.00; Double: 10.00-18.00; Suites: from 25.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.00; Dinner: 6.00
Liquor: Served in hotel
Charles for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 6,136 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

New Weston Hotel

34 E. 50th St. (Phone: Plaza 3-4800)
Manager: J. T. McTighe
Sales Manager: J. A. Zaccaria
Convention Season: All year
Largest Group Accommodated: 100 (25 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms, most bedrooms
Convention Rates: Single: 10.00-17.00; Double: 15.00-22.00; Suites: 23.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (50)
Group Meal Rates: Breakfast: 3.00; Lunch: 5.50; Dinner: 6.50 (plus 5% tax & 15% gratuities)
Liquor: Served in hotel
Charges for Mtg. Rms.: None when meals are served
Charges for Exhibit Areas: 25.00 to 50.00
Net Exhibit Space: 3,000 sq. ft.; 755 sq. ft. on one floor

Hotel New Yorker (HSMA)

34th & 8th Ave. (Phone: LO 3-1000) (Teletype: N.Y. 1, 1384)
Sales Manager: John A. Potter



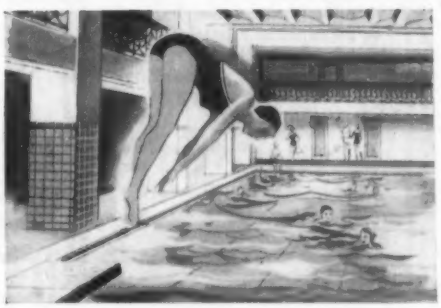
Honored by great organizations of America...

For Service Beyond the Call of Duty

- **Personalized attention:** Your first contact at Henry Hudson becomes your group's very own *aide de camp*, to guide you through your stay at the Henry Hudson, to take care of *everything*.
- **Choice location**—steps from the Coliseum, a short walk to Times Square, Radio City.
- **Complete Facilities** for groups of 10—1,000, with largest banquet-meeting space of any hotel in the Coliseum zone.
- **1200 choice guest rooms:** your group can *stay together* when you hold your function at the Henry Hudson.

HENRY HUDSON HOTEL

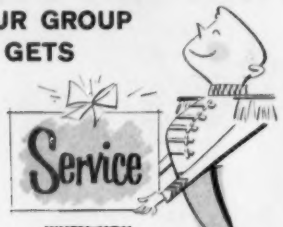
353 West 57th Street, New York City



Available to our guests: The newest, most modern Vic Tanny's Private Gym and Health Club. Swimming pool, men's and women's gymnasiums, steam rooms, massage facilities all located on premises. For details and special group rates, direct inquiries to: Mr. Frank W. Berkman.

In NEW YORK CITY

YOUR GROUP GETS



WHEN YOU MEET AT THE

Manger Vanderbilt

Service plus superb meeting-room facilities insure the success of your meeting. Every detail is perfectly handled by an experienced helpful staff. Air-conditioned banquet facilities for up to 350 people —with efficient Manger *service* at every step!

For complete details, contact Walter A. Henkel, Gen. Mgr., The Manger Vanderbilt, Park Ave. at 34th St., N.Y.C. Phone: MU 3-4000, Teletype: N.Y. 1-3265.

Manger Windsor

300 rooms, 100% air-conditioned. E. James Holman, Mgr.; 6th Ave. at 58th Street. Phone: CO 5-2100, Teletype: N.Y. 1-3265.



getting down to business...

It's a pleasure to concentrate on the business at hand in the handsome setting of the St. Moritz. Function rooms are completely isolated assuring privacy and quiet for your group. And the famed St. Moritz service and cuisine add immeasurably to your affair. Newly decorated private function rooms accommodate from 10 to 300 for directors' meetings, sales meetings, luncheons, banquets, receptions or testimonial dinners. For an especially beautiful setting, choose the Sky Gardens or Terrace Club, overlooking Central Park from high atop the St. Moritz.

ST. MORITZ
ON-THE-PARK
50 Central Park South, New York
Plaza 5-5800
Nancy B. Zabel, Sales Manager

NEW YORK
New York City continued

Convention Season: All year
Largest Group Accommodated: 2,600 (1500 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 8.00-11.00; Double: 12.00-14.00; Suites: 25.00 up
No. Mtg. Rms. & Capacity of Largest: 18 (1,000)
No. Banquet Rms. & Capacity of Largest: 18 (950)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.75; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, closed-circuit TV, screens
Stage: Available
Hotel Representative: Ruth Bedrossian (see pg. 29)

Park Sheraton Hotel (HSMA)

See Advertisement, Page 166

7th Ave. at 56th St. (Phone: Circle 7-8000)
Manager: T. C. Deveau
Sales Manager: James J. Flanagan
Convention Season: All year
Largest Group Accommodated: 1,200 (500 rooms, 200 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-15.00; Double: 13.00-19.00; Suites: 17.00-38.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (1,200)
No. Banquet Rms. & Capacity of Largest: 11 (1,000)
Group Meal Rates: Breakfast: 3.00; Lunch: 4.00; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Pick Belmont Plaza Hotel

49th & 50th St. & Lexington Ave. (Phone: Plaza 5-1200 Teletype—NY 1,3877)
Manager: Charles Villaverde
Sales Manager: Trudy Cohen
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms, many bedrooms
Convention Rates: Single: 7.00-9.85; Double: 9.50-13.85; Suites: 18.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 3.00; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Open
Charges for Exhibit Areas: Open
Net Exhibit Space: 12,000 sq. ft. on 2 floors
Audio-Visual Aids: PA system, spotlights, 4' x 6' screen
Stage: Available

The Plaza (HSMA)

59th St. & 5th Ave. (Phone: PL 9-3000)

Manager: John G. Horsman
Convention Season: All year
Largest Group Accommodated: 1,000 (250 rooms and 50 suites available)
Convention Rates: Single: 11.00-26.00; Double: 16.00 to 31.00; Suites: from 28.00
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (800)
Group Meal Rates: Breakfast: from 3.00; Lunch: from 4.00; Dinner: from 7.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and bedrooms
Net Exhibit Space: 4 000 sq. ft. on one floor
Audio-Visual Aids: Many types, PA system, spotlights
Stage: Available

Hotel Roosevelt (HSMA)

See Advertisement, Page 167

Madison Ave. at 45th St. (Phone: Mu 6-9200)

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ERWIN H. SCHLICHT
General Manager

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AMERICAN AIRLINES

The Jet Airline

Manager: Neal Lang
Director of Sales: Robert G. Golbach
Convention Season: All year
Largest Group Accommodated: 1,800 (900 rooms, 50 suites available)
Air Conditioning: Banquet rooms, 700 bedrooms
Convention Rates: Single: 7.00-20.00; Double: 12.00-25.00; Suites: 38.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 20 (1,200)
No. Banquet Rms. & Capacity of Largest: 20 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.50; Dinner: 6.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

St. Moritz-On-The-Park

See Advertisement, Page 164

50 Central Park South (Phone: PLaza 5-5800)
Manager: John Mados
Sales Manager: Nancy B. Zebel
Convention Season: All year
Largest Group Accommodated: 800 (300 rooms, 100 suites available)
Air Conditioning: Banquet and meeting rooms, 75% of bedrooms
Convention Rates: Single: 11.00-16.00; Double: 14.00-19.00; Suites: 20.00-75.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: 3.00; Lunch: 5.00; Dinner: 7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: None if food is served
Audio-Visual Aids: PA system, spotlights, 3 screens
Stage: Available

The Savoy-Hilton Hotel (HSMA)

See Advertisement, Page 33

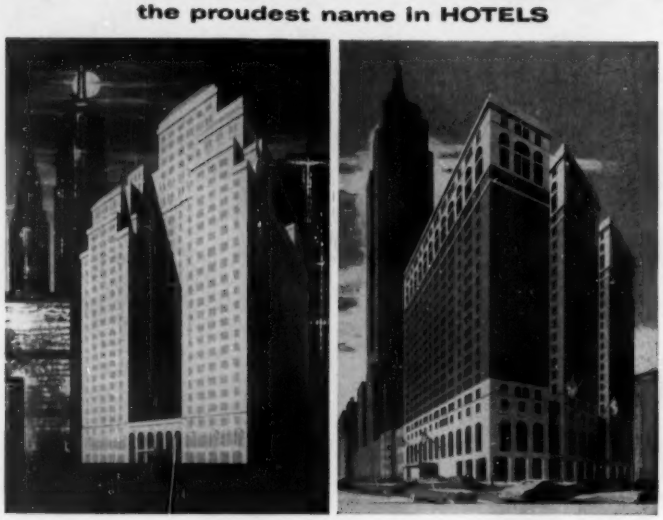
5th Ave. & 58th St. (Phone: Eldorado 5-2600)
Manager: Eugene Voit
Sales Manager: John H. Sienold
Convention Season: All year
Largest Group Accommodated: 300 (250 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-18.00; Double: 18.00-26.00; Suites: 28.00-55.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 10 (300)
Group Meal Rates: Breakfast: 3.50; Lunch: 5.00; Dinner: 7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 9,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight
Stage: Available

Shelton Towers Hotel

525 Lexington Ave. (Phone: Plaza 5-4000)
Manager: Leslie L. Paul
Sales Manager: John Finell
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 20 suites available)
Air Conditioning: All bedrooms
Convention Rates: Single: 6.50-13.00; Double 9.00-16.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 5,358 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool, health club

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L. G. Seible — *General Manager*

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PHILADELPHIA	MIDWEST	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL	
PROVIDENCE	CHICAGO	RAPID CITY, S. D.	WEST COAST	TORONTO	
SPRINGFIELD, Mass.	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.	
	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.	

EXHIBITS SCHEDULE

Complete index to all trade and industrial shows in United States and throughout the world. This is the master reference list used by exhibiting companies, governmental departments and all others interested in where and when what exhibits are scheduled.

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EXHIBITS SCHEDULE

1212 Chestnut Street
Philadelphia 7, Pa.

Sheraton-Atlantic (HSMA)

See Advertisement, Page 166

34th & Broadway St. (Phone: PE 6-5700)
Manager: Lawrence Seible
Sales Manager: Stephen Sandstrom
Convention Season: All year
Largest Group Accommodated: 1,500 (800 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.50-14.00; Twin or Double: 12.00-17.00; Suites: 22.00-38.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (500)
No. Banquet Rms. & Capacity of Largest: 15 (500)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.50; Dinner: 5.50
Liquor: Served in hotel
Net Exhibit Space: 30,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes (20'x12')

Statler-Hilton Hotel (HSMA)

See Advertisement, Page 33

7th Ave. & 33rd St. (Phone: Pe 6-5000)
Manager: Thomas F. Troy
Dir. of Sales: Albert G. Cox
Convention Manager: Xavier S. Lividini
Convention Season: All year
Largest Group Accommodated: 2,200 (1,500 rooms and 75 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: from 8.00; Double: from 11.00; Twins; 15.00-25.00; Suites: 37.00-100.00. European
No. Mtg. Rms. & Capacity of Largest: 24 (2,000)
No. Banquet Rms. & Capacity of Largest: 24 (1,800)
Group Meal Rates: Breakfast: 3.00; Lunch: 4.00; Dinner: 6.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 50,000 sq. ft.
Audio-Visual Aids: 8mm and 16mm sound projector, motion picture screens, PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

The Waldorf-Astoria (HSMA)

See Advertisement, Page 33

50th Street & Park Ave. (Phone: Eldorado 5-3000)
Manager: Wallace W. Lee, Jr.
Sales and Convention Manager: R. W. Keilt

The Warwick Hotel

See Advertisement, Page 164

65 W. 54th St. (Phone: Circle 7-2700)
Manager: Erwin H. Schlicht
Director of Sales: Joseph T. Case
Sales Manager: William M. Keenan
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-20.00; Double: 16.00-25.00; Suites: 28.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.80-2.50; Lunch: 5.00-7.00; Dinner: 5.00-10.00
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge when food served
Net Exhibit Space: 4,300 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Hotel Representatives: John A. Tetley Co., Inc., Leonard Hicks, Jr. and Associates, Inc., Ruth Bedrossian (see pg. 29)

NIAGARA FALLS

Railroads: N.Y.C.; L.V.; Erie; N. St. C. & T. N.J.
Airlines: AAA, AAL, CAP, MOH

CONVENTION BUREAU

Convention & Visitors' Service
Chamber of Commerce Bldg.
William H. Doody, Director

Hotel Niagara (HSMA)

See Advertisement, Page 168

201 First St. (Phone: BUtler 5-9321)
Manager: Harold A. Levin
Sales Manager: William Ratzel
Convention Season: All year

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Executive Offices:
17 E. 45th St., New York 17, MUrray Hill 2-4300.



NEW YORK

Niagara Falls, N. Y.

Largest Group Accommodated: 450 (220 rooms, 5 suites available)
Air Conditioning: Banquet and meeting rooms, except one
Convention Rates: Single: 7.00-10.00; Double: 10.00-15.00; Suites: 20.00-23.00. European.
No. Mtg. Rms. & Capacity of Largest: 7 (550)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: .75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,600 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, all types projectors available on notice, blackboards, easels
Stage: Available
Railroads: N.Y. Cent.; N.Y., N.H. & H.
Airlines: EAL, MOH

Treadway Inn

See Advertisement, Pages 30, 31

(Phone: BUtler 5-2541)
Manager: James G. Healy
Sales Manager: Howard Rieman
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: On request
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector, 35mm slide projector
Stage: Yes (27'x8')

POUGHKEEPSIE

Airlines: MOH

Nelson House (HSMA)

Mark St. (Phone: Globe: 2-1100)
Genl. Manager: H. J. Kowal
Convention Season: All year
President: Walter Averill
Largest Group Accommodated: 350 (150 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, many bedrooms
Convention Rates: Single: 6.00-8.00; Double: 11.00-13.00; Suites: 16.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 6 (325)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis, screens, blackboards, IBM lectern

Poughkeepsie Inn (HSMA)

See Advertisement, Page 169

Cannon Street (Phone: GLobe 2-2280)
Manager: Stephen H. Anderson
Sales Manager: Ruth Jeanne Uhl
Convention Season: All year
Largest Group Accommodated: 250 (120 room, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00 Double: 8.50-16.00; Suites: 18.00-28.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 5 (165)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.90; Dinner: 3.10
Liquor: Served in hotel
Charges for Mtg. Rms.: None for overnight groups
Net Exhibit Space: 3,600 sq. ft.; 3,000 sq. ft. included in meeting room area
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available

ROCHESTER

Railroads: N.Y.C.; Erie; B & O.; Penna.
Airlines: AAL, CAP, MOH

CONVENTION BUREAU

Rochester Convention & Publicity Bureau, Inc.
Little White House—Washington Square (7)
William H. Gannett, Executive Secretary

Rochester War Memorial

100 Exchange St. (Phone: BAker 5-7100)
Director: Harold S. Rand
Exhibit Areas: Auditorium, 27,000 sq. ft.; Exhibit Hall, 55,000 sq. ft.
Rental Fees and Services included in Rent: 15c per sq. ft. for exhibit; includes move-in and move-out time and life of show; fork lift and operator furnished. Conventions, $250. per day. Includes 20 meeting rooms
Floor Load: Unlimited
Ceiling Heights: 16' in Exh. Hall, 46' in Auditorium
PA System: In entire building
Dimensions, Opening to Exhibit Hall: Truck ramp 22' wide; 16' high, rail siding.
Columns, Locations and Dimensions: Exhibit hall columns, 27' x 22' bays
Current and Utilities Available: 108, 220, 440 v. lines; gas; water
Loading Facilities: 3 loading docks plus storage areas
Railroad Sidings: On exhibit floor. Connects to all five railroads
Number of Meeting Rooms and Capacities: 20 meeting rooms, seats 30-150 persons.
Facilities for Food Functions: Catering, banquet up to 1,200
Parking Facilities: 1,400-car underground garage connecting building under construction
Distance from Business District: One block

Manger Hotel (HSMA)

See Advertisement, Page 168

26 Clinton Ave., South (Phone: HAmilton 6-7800)
Manager: Paul F. Morris
Sales Manager: John M. Mahler
Convention Season: All year
Largest Group Accommodated: 600 (325 rooms, 10 suites available)

in ROCHESTER

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For complete details, contact Paul F. Morris, Mgr., The Manger Hotel, 26 Clinton Ave., South, Rochester, N. Y. Phone: Hamilton 6-7800, Teletype: RO-293

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General Manager



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LOUISVILLE — NEW ORLEANS
DALLAS — MOBILE

WEST COAST
SAN FRANCISCO — PASADENA
LOS ANGELES — PORTLAND, Oregon

HAWAII
HONOLULU

CANADA
MONTREAL — NIAGARA FALLS, Ont.
TORONTO — HAMILTON, Ont.

Air Conditioning: Banquet rooms, 40 bedrooms
Convention Rates: Single: 7.25 to 11.25; Double: 10.75-15.25; Suites: 22.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (800)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.75; Dinner: 3.75
Liquor: Yes
Charges for Mtg. Rms.: Depends on meal functions involved
Net Exhibit Space: 16,379 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Powers Hotel (HSMA)

36 Main St. West (Phone: LOcust 2-6400; Telefax FFN Powers Hotel)
Manager: Isaac Gordon, Prop.
Sales Manager: Eugene L. Kleehamer
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, 25 bedrooms
Convention Rates: Single: 6.00-9.25; Double: 8.75-15.00; Suites: 18.00-39.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Net Exhibit Space: 8,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

The Sheraton Hotel (HSMA)

See Advertisement, Page 168

111 East Ave. (Phone: Baker 5-8400)
Manager: William P. Gorman
Sales Manager: William L. Sullivan
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms, 225 bedrooms
Convention Rates: Single: 7.85-12.50; Double: 10.85-16.85; Suites: 25.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (800)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Group Meal Rates: Breakfast: 2.00; **Lunch:** 2.75; **Dinner:** 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention
Charges for Exhibit Areas: Depends on size of exhibits
Net Exhibit Space: 9,110 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf, tennis, bowling, swimming, boating

Treadway Inn

See Advertisement, Pages 30, 31

394 East Ave. (Phone: BAker 5-2060)
Manager: J. Frank Birdsall
Sales Manager: Harold Niles
Convention Season: All year
Largest Group Accommodated: 352 (136 rooms, 5 suites available)
Air Conditioning: Bedrooms, banquet halls
Conveniton Rates: Single: 9.20-10.00; Double: 13.20-14.65; Suites: 21.85. European
No. Mtg. Rms. & Capacity of Largest: 4 (175)
No. Banquet Rms. & Capacity of Largest: 2 (140)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,100 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector, 35mm slide projector, easels
Stage: Yes (portable platforms)
Sports Facilities: Golf nearby

RYE

Railroads: N.Y.; N.H. & H.; Rye Main Line

Westchester Country Club (HSMA)

Manager: Martin Barry
Sales Manager: John H. McGuire
Convention Season: All year except July & Aug.
Largest Group Accommodated: 250 (130 rooms, 15 suites available)
Convention Rates: Single: 14.00; Double: 18.00; Suites: 29.00-35.00. European.
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: Blackboards, screens, easels, 16mm and 32mm projectors, PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, baseball, swimming

SARANAC INN

Railroads: N.Y.C.
Airlines: EAL

Saranac Inn (HSMA)

Saranac Inn Post Office (Phone: Saranac Lake 1800)
Manager: John F. Clifford
Sales Manager: Joseph F. Harron
Convention Season: June 1 to July 15, Aug. 20 to Oct 1
Largest Group Accommodated: 700 (430 rooms, 20 suites available
Convention Rates: Single: 17.00-20.00; Double: 34.00-40.00; Suites: Add 20.00 to room rate. American
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8mm, 35mm & 16mm projectors, screen
Sports Facilities: Golf, fishing, boating, tennis, swimming, water skiing, riding
Hotel Representative: Utell International (see pg. 29)

SARATOGA SPRINGS

Railroads: Del. & Hud.; S. & S.

A Central Meeting Place Between New York And Albany

Poughkeepsie Inn

CANNON STREET
POUGHKEEPSIE, NEW YORK

- 120 Modern Rooms—All with Television, bath & Shower
- Complete Sales Meeting, Convention & Banquet Facilities
- Home of the Dutchess Room Cocktail Bar & Restaurant
- Just off N.Y. State Thru-way Rt 9 Albany Post Road, Taconic Pkway, Rts 44 & 55
- Near Historic Hyde Park West Point & Vassar College

For Complete Information Phone GLobe 2-2200 or Write

STEPHEN H. ANDERSON
MANAGER

Convenient and Desirable Location

Foothills of the Adirondacks

Saratoga SPA

GIDEON PUTNAM HOTEL

SARATOGA SPRINGS, NEW YORK

Accessible via New York Thruway to Albany exit #24, Route #9 to Saratoga Springs; or Scotia Exit #26 to Route #50 to Saratoga Springs.

New York Central Lines to Albany, and motor to Saratoga Springs, or D. & H. Railroad direct from New York Grand Central Terminal to Saratoga Springs.

Private Meeting Rooms, accommodating from 30 to 100

Space available from November 15th until April 1st.

American Planned Restaurant, and Cocktail Lounge.

Arrangements can be made for private cocktail parties.

Parking space and garage

For further information and descriptive literature, contact:

Myron H. Woolley, Manager

Telephone Saratoga Springs 4200

Gideon Putnam Hotel Saratoga Springs, N.Y.



The Ideal Site For A Successful Sales Meeting



- *31 Miles from New York City*
- *225 acres in Rockland County*
- *Golf · Tennis · Swimming*
- *Cocktail lounges · Recreation rooms*
- *Billiard and Ping Pong rooms*
- *Spacious conference rooms*
- *Completely Air Conditioned*
- Ideal accommodations for groups from 10 to 1,000 including special committee conference rooms, main ball-room for banquets, and 65 handsomely appointed bedrooms.

Spring Rock COUNTRY CLUB

Spring Valley, N. Y.
Elmwood 6-3200



Gideon Putnam Hotel

See Advertisement, Page 169

Geyser Park (Phone: 4200)
Manager: Myron H. Woolley
Convention Season: Mid-November to April 1
Largest Group Accommodated: 200 (100 rooms, 12 suites available)
Air Conditioning: Some bedrooms
Convention Rates: Single: 20.50; Double: 35.00; Suites: 55.00
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 5.50
Liquor: Served in hotel
Sports Facilities: Swimming, golf, tennis

SCHROON LAKE

Railroads: D. & H.

Scaroon Manor Hotel

(Phone: Schroon Lake 75)

Manager: Joseph Frieber
Convention Season: May 25 until Sept. 27
Largest Group Accommodated: 600 (250 rooms available)
Air Conditioning: Banquet halls and dining room
Convention Rates: 15.00-17.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 700 sq. ft.
Audio-Visual Aids: PA system, spotlights, 35mm projector
Stage: 2 Available
Sports Facilities: Golf, tennis, boating, swimming, fishing, shuffleboard

SPRING VALLEY

Spring Rock Country Club

See Advertisement, Page 169

Spring Valley (Phone: Elmwood 6-3200)
Manager: Albert T. Brown
Convention Season: All year
Largest Group Accommodated: 120 (62 rooms, 6 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 12.00-15.00; Double: 15.00-20.00; Suites: 25.00-30.00
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 20,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, swimming, tennis

SUFFERN

Transportation: 30 miles from New York City

Motel on the Mountain (HSMA)

(Phone: 5-2500)
Manager: Robert L. Schwartz
Convention Season: All year
Largest Group Accommodated: 200 (99 rooms, 2 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 11.00-12.00; Double: 15.00-20.00; Suites: 30.00. European.
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming pool, golf, tennis, riding nearby

SYRACUSE

Railroads: N.Y.C.; D.L. & W.
Airlines: AAL, EAL, MOH

CONVENTION BUREAU

Syracuse Convention Bureau
Chamber of Commerce (2)
Fred S. Daiger, Manager

AUDITORIUM

Onondaga County War Memorial

515 Montgomery St. (Phone: GR 4-1213)
Executive Director: W. B. Stark
Exhibit Areas: Lower level, 48,000 sq. ft.; Auditorium, 30,000 sq. ft.
Rental Fees: $400 per event or 15% of ticket sale, whichever is greater
Ventilation: Air conditioned auditorium
Ceiling Height: Auditorium, 65 ft.; Exhibit Area, 14 ft. PA System: Available
Dimensions, Opening to Exhibit Hall: Doors will take truck
Elevators and Capacities: Two passenger and one freight
Columns: None in Auditorium; 33 ft. apart in Exhibit Area
Utilities: All types of current, steam, water and drainage
Loading Facilities: Forklift trucks, stage door and drive in
Storage Areas: Adjacent to both floors
Meeting Rooms and Capacities: 20, from 10 to 1,000 (one room, 1,000; one, 500; two rooms 200)
Facilities for Food Functions: Two cocktail lounges; facilities for banquets up to 2,500
Distance from Business District: In center of town

DeWitt Motel

Erie Blvd., East (Phone: GI 6-3300)
Manager: Mark Flaherty
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 7.00-9.50; Double: 11.00-14.50. European
No. Mtg. Rms. & Capacity of Largest: 2 (175)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: From 15.00
Charges for Exhibit Areas: From 25.00
Net Exhibit Space: 1,200 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, blackboard
Sports Facilities: Golf course within two miles

Hotel Onondaga (HSMA)

Jefferson at Warren Sts. (Phone: Ha 2-1221)
Manager: Fred Shambarger
Sales Manager: William A. Barry, Jr.
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 12 suites available)
Air Conditioning: No
Convention Rates: Single: 6.00-9.00; Double: 9.50-13.00; Suites: 20.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.65 Dinner: 3.65
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,160 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available
Sports Facilities: Golf, tennis, swimming at YMCA, riding

Sheraton-Syracuse Inn

See Advertisement, Page 170

Thompson Rd. & Court St. (Phone: HO 3-6601)
Manager: Frank E. McGinnis
Convention Season: All year
Largest Group Accommodated: 300 (153 rooms, 10 suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 8.85-10.90; Double: 12.00-15.00; Suites: 28.00-31.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 3 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 35.00
Charges for Exhibit Areas: 10.00 to 35.00
Net Exhibit Space: 1,000 sq. ft. on one floor, included in meeting space
Sports Facilities: Swimming, shuffleboard, golf course within one mile

Hotel Syracuse (HSMA)

500 S. Warren (Phone: Harrison 2-5121)
General Manager: Jack Wilder
Sales Manager: Ray Ashbaugh
Convention Season: All year
Largest Group Accommodated: 900 (500 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-12.00; Double: 11.00-15.00; Suites: 21.50-43.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 9,800 sq. ft.
Audio-Visual Aids: PA system, spotlights, movie screens, blackboards, closed-circuit TV
Stage: Available

TROY

Railroads: N.Y.C.; D. & H. B. & H.; T.U.
Airlines: Served through Albany

The Hendrick Hudson Hotel

200 Broadway (Phone: Ashley 2-7000)
Manager: I. Harrison Levy
Convention Season: All year
Largest Group Accommodated: 325 (150 rooms, 10 suites available)
Convention Rates: Single: 6.00-9.50; Double: 8.00-13.00; Suites: 20.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (650)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary

SHERATON
-SYRACUSE INN
IN E. SYRACUSE, N.Y.
At Exit 35, New York State Thruway.
A new motel that features luxuries usually found only in the finest in-town hotels. Air-conditioning, TV, dining and bar facilities, magnificent indoor heated swimming pool. 200 rooms from $9.00. Meeting rooms for 10 to 400.
MARK FLAHERTY
General Manager
Howard 3-6601
Sheraton Hotels in the U.S.A., Hawaii and Canada
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NEW YORK, SPRINGFIELD, Mass.
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DETROIT, FRENCH LICK, Ind.
CLEVELAND, Ohio, RAPID CITY, S. D.
CINCINNATI, SIOUX CITY, Iowa
ST. LOUIS, SIOUX FALLS, S. D.
OMAHA, CEDAR RAPIDS, Iowa
AKRON
SOUTH
LOUISVILLE, NEW ORLEANS
DALLAS, MOBILE
WEST COAST
SAN FRANCISCO, PASADENA
LOS ANGELES, PORTLAND, Oregon
HAWAII
HONOLULU
CANADA
MONTREAL, NIAGARA FALLS, Ont.
TORONTO, HAMILTON, Ont.
the welcome is wonderful at
SHERATON HOTELS

Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 50 ft. by 30 ft.

UTICA

Railroads: N.Y.C.; D.L.&W.; N.Y., O. & W.
Airlines: MOH

Hotel Utica (HSMA)

102 Lafayette St. (Phone: RA 4-4111)
Manager: Steen Weinold
Sales Manager: Richard Boehning
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms, 6 suites available)
Air Conditioning: Few bedrooms, 2 banquet and meeting rooms
Convention Rates: Single: $6.00-8.00; Double: $8.50-11.50; Suites: 14.00-18.25. European
No. Mtg. Rms. & Capacity of Largest: 12 (750)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.65; Dinner: 2.65
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 90.00, depending on size
Charges for Exhibit Areas: 5.00 to 90.00
Net Exhibit Space: About 4,000 sq. ft., some of which is meeting room space
Audio-Visual Aids: PA system ,spotlights, movie screen, projectors on rental basis
Stage: Available

WATERTOWN

Railroads: N.Y.C.
Airlines: EAL, MOH

Hotel Woodruff (HSMA)

49-51 Public Sq. (Phone: SUnset 8-3000)
Manager: J. N. Russell
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 10 suites available)
Air Conditioning: Same bedrooms; 4 banquet halls
Convention Rates: Single: 6.50-12.50; Double: 8.50-12.50; Suites: 15.00-20.00 European
No. Mtg. Rms. & Capacity of Largest: 7 (300)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Group Meal Rates: Breakfast: .65; Lunch: 1.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions of 75 or more
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, can rent any size projector desired
Stage: Available
Sports Facilities: Golf, swimming, fishing, boating, skiing

WEST POINT

Railroads: N. Y. Cent.; Sty.

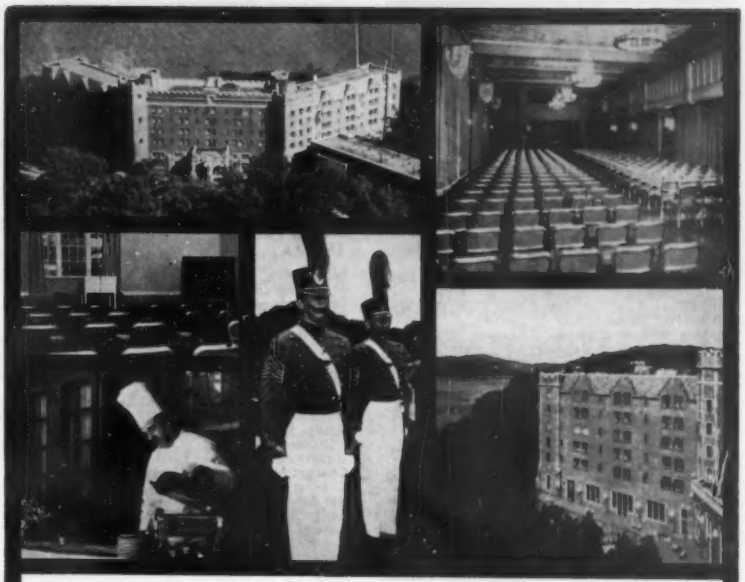
U.S. Hotel Thayer

See Advertisement, Page 171

(Phone: Highland Falls 6-4731)
Manager: John J. Schafer
Convention Season: Any time, except the first week in June and from Dec. 20 to Jan. 2—groups of 10-20 only on week ends
Largest Group Accommodated: 400 (240 rooms, 7 suites available)
Convention Rates: Single: 13.50 up; Double: 23.50; Suites: 20.00-28.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (325)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Depends on extent of displays and labor involved
Net Exhibit Space: 11,000 sq. ft. on 3 floors
Audio-Visual Aids: PA system, spotlights, 16 mm and 35 mm projectors
Stage: Available
Sports Facilities: Tennis, horseback riding, swimming

WHITE PLAINS

Railroads: N. Y. Cent.
Airlines: MOH, NY Airways 'copter



Looking for a *different* convention site?

Plan your next meeting at picturesque **West Point** on the grounds of the U. S. Military Academy, 45 miles from New York City. Some of the nation's most prominent firms who are Thayer "regulars" say West Point meetings **accomplish more** in the dignified historic atmosphere. Groups of **10 to 400** find perfect facilities among the Thayer's wide choice of meeting rooms. All standard training aids available. Beautiful guest rooms overlooking the Hudson, new cocktail lounge and outstanding meals will make your next meeting the best ever. Summer and winter sports nearby. No parking problems. Contact **John J. Schafer,** Manager, phone Highland Falls, N. Y., 6-4731.



HOTEL THAYER
WEST POINT, NEW YORK



WHITE PLAINS, N. Y.
THE Roger Smith HOTEL
offers an attractive country club setting for Sales Meetings and small Conventions

- at the hub of important Westchester cities
- 11 meeting rooms up to 200 capacity
- 11 banquet rooms up to 175 capacity
- attractive ballroom
- all guest and dining rooms air-conditioned
- noted for excellent food and drinks
- popular Westchester Room
- courteous, trained staff
- complete cooperation on last minute changes

Stanley Livingstone, Mgr.

For information address hotel or Roger Smith Hotels Corp., 106 7th Ave., New York 11

NEW YORK

White Plains continued

Roger Smith Hotel

See Advertisement, Page 171

1 Chester Ave. (Phone: White Plains 9-1000)
Manager: S. Livingstone
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 5 suites available)
Air Conditioning: Bedrooms, meeting and banquet rooms
Convention Rates: Single 7.00-10.00; Double: 10.00-14.00; Suites: 28.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (200)
No. Banquet Rms. & Capacity of Largest: 11 (175)
Liquor: Yes
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Audio Visual Aids: PA system, spotlights
Stage: Yes (16'x18')
Sport Facilities: Golf, ice skating

NORTH CAROLINA

ASHEVILLE

Railroads: So. Ry.
Airlines: CAP, DAL, PAI

CONVENTION BUREAU

Asheville Convention Bureau
P.O. Box 7497
Charles E. Newcomb, Manager

AUDITORIUM

Municipal Auditorium

Haywood Street (Phone 3-3611)
Manager: Ralph James
Exhibit Areas: Main floor, 9,000 sq. ft.; basement floor, 13,761 sq. ft.
Services Included in Rent: PA System main floor, clean-up, maid, porter, lights, stage labor extra
Floor Load: Unlimited
Ventilation: Air-conditioned
Ceiling Height: Main floor, 35 ft.; basement, 9 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 7 ft. x 7 ft.
Columns: Main floor, 6 under balcony
Loading Facilities: Ramp with uppley set-up
Storage Areas: 800 sq. ft. in basement
Meeting Rooms: 2 (700)
Facilities for Food Functions: Hotel next door
Parking Facilities: 2,000 cars within one block
Distance from Business District: 1 block

Battery Park Hotel (HSMA)

Battle Square (Phone: Alpine 2-8211)
Manager: George L. Chumbley, Jr.
Sales Manager: Mrs. Betty Lou Yarborough
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 5 suites available)
Air Conditioning: 60% of bedrooms, 3 banquet and meeting rooms
Convention Rates: Single: 5.00-10.00; Double: 7.00-14.00; Suites: 20.00-35.00, European plan
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: No
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, movie screens
Stage: Available
Sports Facilities: Golf, riding, tennis, swimming

George Vanderbilt Hotel (HSMA)

75 Haywood St. (Phone: Alpine 2-7671)
Manager: W. D. Turner
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 8.00; Double: 8.00 to 14.00; Suites: 20.00 to 34.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor, part separate area
Audio-Visual Aids: PA system, spotlights, projectors available
Stage: Available

Grove Park Inn—Fairway Motor Lodge (HSMA)

Macon Ave. (Phone: AL 2-2711; TWX: AZ52)
Managing Director: George Stobie
Sales Manager: Ronald T. Larsen
Convention Season: Mid April through Oct.
Largest Group Accommodated: 400 (190 rooms, 8 suites available)
Air Conditioning: Some bedrooms, banquet halls
Convention Rates: Single: 18.00-19.00; Double: 30.00-32.00; Suites: 45.00-75.00, American
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Area: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, screens. All size projectors available
Stage: Yes
Sports Facilities: Croquet, horseshoes, golf, tennis, swimming, shuffleboard, archery, riding, billiards, pingpong
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Mayview Manor

Manager: Paul Faber
Sales Manager: Rush Strayer
Convention Season: June-mid Sept.
Largest Group Accommodated: 250 (120 rooms, 10 suites available)
Convention Rates: Single: 16.00-18.00; Double: 28.00-34.00; Suites: 25.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Liquor: Not served
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes (18x24)
Sports Facilities: Golf, swimming, tennis, putting green, horseback riding, badminton, ping pong, horseshoes

CHARLOTTE

Railroads: So. Ry.; S.A.L.; P. & N.; Nor. Sou.
Airlines: CAP, DAL, EAL, PAI, SOU

AUDITORIUMS

Charlotte Coliseum

2700 N. Independence Blvd. (Phone: EDison 3-9831)
Manager: Paul Buck
Exhibit Areas and Square Footage of Each: 60,000 sq. ft. Arena, 21,000 sq. ft.; Lobby 3,300 sq. ft.; Concourse, 14,500 sq. ft.; Exhibition Area A, 10,900 sq. ft.; Exhibition Area B, 8,700 sq. ft.
Rental Fees and Services: 500.00 per day. No services or employees included
Floor Load: Unlimited
Ventilation: Forced Air
Ceiling Height: 114 ft.
PA System: Altec
Dimensions, Opening to Exhibit Hall: 14 ft. high, 20 ft. wide
Columns, Location and Dimensions: Arena floor, none
Current and Utilities Available: 120, 208V, 3 phase, 4 wire electric outlet
Loading Facilities: 14'6" door
Location of Storage Areas: Adjacent to building
Number of Meeting Rooms and Capacities: 10 rooms, including theater for 2,500
Facilities for Food Functions: Catered banquet for 2,000
Parking Facilities: 3,400 cars
Distance from Business District: 3½ miles

Park Center Auditorium

310 N. Cecil St. (Phone: FRanklin 6-5743)
Manager: C. L. Jordan
Exhibit Areas: 25,642 sq. ft. in seperate areas including 14,700 sq. ft. in one area.
Rental Fees and Services included in Rent: Local sponsor $200., out of city sponsor $275, daily
Ventilation: Air conditioned
PA System: R.C.A.
Ceiling Height: 22'
Columns, Locations and Dimensions: 20' on center separating concourse from main floor
Current and Utilities Available: 110 and 220 AC
Loading Facilities: Same level
Location, Size of Storage Areas: 2 rooms, approximately 16' x 25'
Meeting Rooms and Capacities: One civic room included in exhibit footage
Facilities for Food Functions: Kitchen for caterer, banquet up to 1,500 persons
Parking Facilities: Ample
Distance from Business District: 1 mile

Hotel Wm. R. Barringer

426 N. Tryon St. (Phone: ED 30331)
Manager: Murray Henderson
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 5.50; Double: from 9.00; Suites: from 17.00
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: from 3.00
Liquor: Beer and wine served only
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights

Hotel Charlotte

Cor. Trade & Poplar Sts. (Phone: EDison 2-1121)
Manager: Kenneth B. Cross
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms, 7 suites available)
Air Conditioning: bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00-11.00; Double: 9.00-14.00; Suites: 17.50-32.50, European
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Beer only
Charges for Mtg. Rms.: No charge for conventions
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 6,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens, closed-circuit TV
Stage: Available
Sports Facilities: Golf, ice skating (indoors)

FONTANA DAM

Airlines: Served thru Knoxville

Fontana Village Resort

See Advertisement, Page 173

(Phone: 2105, 2145, 2875)
Manager: Major O. A. Fetch
Sales Manager: Lucile K. Boyden
Convention Season: May-June 15, Sept.-Nov. 1
Largest Group Accommodated: 200 (56 rooms, 300 cottages available)
Convention Rates: Single: 5.00-6.00; Double: 6.00-9.00; Cottages: 9.00-17.00. European.
No. Mtg. Rms. & Capacity of Largest: 8 (750)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 1.20; Lunch: 1.50; Dinner: 2.00
Liquor: Served in private convention club room
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,050 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: All types of sport and recreational facilities

GREENSBORO

Railroads: A. & Y.; So. Ry.
Airlines: CAP, EAL, PAI

AUDITORIUM

Greensboro Auditorium-Coliseum

W. Lee St. (Phone: BR 5-8561)
Manager: Robert H. Kent
Exhibit Areas: 55,000 sq. ft. in three rooms
Rental Fees: Upon request
Floor Load: Unlimited
Ventilation: Air-conditioned
Ceiling Height: 65 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 16 ft. by 18 ft.
No. of Elevators and Capacities: None required

Largest Group Accommodated: 300 (150 rooms

Manager: Ken N. Larson

Columns, Location and Dimensions: None
Current and Utilities Available: 110, 220, 440, drains
Loading Facilities: Yes
Location, Size of Storage Areas: Lower level, 17,000 sq. ft.
Number of Meeting Rooms and Capacities: 7 rooms (total capacity 14,000)
Facilities to Handle Food Functions: Banquet for 2,000
Parking Facilities: 3,000 paved and lighted spaces
Distance from Business District: 3 miles

The King Cotton

E. Market & Davie Streets (BR 2-8181)
Manager: Haywood Duke
Resident Manager: Rogers Rudd
Convention Season: All year
Largest Group Accommodated: 400 (213 rooms, 12 suites available)
Air Conditioning: Bedrooms, meeting, banquet rooms, except ballroom
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 12.00; Suites: 20.00 to 30.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Not served
Charges for Mtg. Rms.: 15.00 to 200.00
Charges for Exhibit Areas: 200.00
Net Exhibit Space: 4,200 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: 16mm projectors, PA system, spotlights
Stage: Available

O. Henry Hotel

Elm and Bellemeade (Phone: BRoadway 2-7171)
Manager: Nolan B. Williams
Convention Season: All year
Largest Group Accommodated: 350 (300 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, 50% bedrooms
Convention Rates: Single: 4.00-9.00; Double: 7.00-10.00; Suites: 12.00-15.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00 up; Dinner: 3.50 up.
Liquor: A.B.C. stores
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Depends on size of convention
Net Exhibit Space: 1,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Sedgefield Inn

(Phone: BR 2-7154)
Manager: Harold Colvert
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00 to 18.00; Double: 12.00 to 20.00; Suites: 18.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00 up; Dinner: 5.00 up
Liquor: Not served
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Stage: Available
Sports Facilities: Golf, swimming, horse back riding

HIGH POINT

Railroads: So. Ry.; H. Pt. R. A. & S.; H. Pt. T. & D.
Airlines: CAP, EAL, PAI

Sheraton Hotel

314 N. Main St. (Phone: 22511)
Manager: Arthur G. Corpening Jr.
Sales Manager: Dan Clark
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 3 suites available)
Air Conditioning: 50 Bedrooms, banquet halls
Convention Rates: Single: 4.50 to 8.00; Double: 7.00 to 12.00; Suites: 12.50 to 17.50. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (150)
Group Meal Rates: Breakfast: .65; Lunch: 1.65; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,000 sq. ft. on two floors, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf

PINEHURST

Railroads: S.A.L.
Airlines: PAI

The Carolina

(Phone: Cypress 4-2911)
Manager: Daniel O. Delany
Sales Manager: William C. Sledge
Convention Season: Dec.-Jan.-Feb. (small groups) Oct. and May (large groups)
Largest Group Accommodated: 450 (250 rooms, 6 suites available)
Convention Rates: Single: 16.00; Double: 28.00; 12.00 for parlor use. American
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel via A.B.C. stores
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Nominal
Net Exhibit Space: 32,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Golf, tennis, horseback riding, bowling green, trap shooting, putting greens
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

RALEIGH

Railroads: So. Ry.; S.A.L.; No. So.
Airlines: CAP, EAL, PAI

AUDITORIUM

State Fair Arena

P. O. Box 5565 (Phone: TEmple 2-7549)
Manager: Dr. J. S. Dorton
Exhibit Areas: Within arena, 25,000 sq. ft.; additional buildings, 150,000 sq. ft.
Rental Fees: From $250 to $500 per day
Floor Load: Unlimited
Sports Facilities: Golf courses nearby
Ventilation: Forced air
Ceiling Height: 60 ft. minimum
PA System: Yes
Dimensions, Opening to Exhibit Hall: 10.5 ft. by 16 ft. to Arena floor; 7 ft. by 9 ft. to lobby display areas
No. of Elevators and Capacities: one 7 by 9 ft. to lobby display areas
Columns, Location and Dimensions: None within arena. Several in display areas
Current and Utilities Available: 600 KWH, 110-220 SP, 220 3-PH
Loading Facilities: Ramps, fork lift
Railroad Sidings: Seaboard Airline Rail Road siding across the highway from fair grounds
Location, Size of Storage Areas: Limited storage areas within Arena; indoor and outdoor facilities adjacent
Number of Meeting Rooms and Capacities: Lounge, 200; Ten or more rooms for groups of 15 to 40
Facilities to Handle Food Functions: Can serve 1,500 on Arena floor or 1,000 in industrial building
Parking Facilities: 10,000
Distance from Business District: 3 miles

Hotel Sir Walter

400 Fayetteville (Phone: TEmple 2-7711—Teletype RL 5070)
Manager: Arthur E. Buddenhagen
Sales Manager: Mrs. Lee Dunnagan
Convention Season: All year
Largest Group Accommodated: 400 (225 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.75 to 11.00; Double: 8.50 to 15.00; Suites: 19.00 to 35.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: Nominal fee for commercial exhibits
Net Exhibit Space: 3,000 sq. ft. not on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Portable



Ventilation: Blower
Exhibit Areas: South Hall, 22,500 sq. ft.; North
Meeting Rooms and Capacities: North Hall (if

NORTH DAKOTA
continued

SAPPHIRE

Sapphire Valley Inn and Golf Club (HSMA)
(Phone: Cashiers, N. C. 2101)
Manager: M. M. Witherspoon
Convention Season: May, June, Sept., Oct.
Largest Group Accommodated: 125 (70 rooms, 4 suites available)
Convention Rates: 19.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 5 (150)
No. Banquet Rms.: 5
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: Spotlights, 16mm sound projector
Sports Facilities: Golf, tennis, swimming, hiking, riding, fishing
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

WINSTON-SALEM

Railroads: S. Ry.; N. & W.; W.S.S.B.
Airlines: CAP, EAL, PAI

Carolina Hotel
407 W. 4th St. (Phone: 2-1181)
Manager: R. E. O'Connell
Convention Season: All year
Largest Group Accommodated: (100 rooms and 15 suites available)
Convention Rates: Single: 4.00; Double: 6.50; Suites: 15.00
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: .60 to 1.00; Lunch: 1.00 to 2.00; Dinner: 1.50 to 3.50
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Net Exhibit Space: 5,000 sq. ft. on one floor
lights, stage
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Robert E. Lee (HSMA)
5th & Cherry Sts. (Phone: Park 2-6161)
Manager: Douglas Boyle
Sales Manager: Ernest J. O'Banion
Convention Season: All year
Largest Group Accommodated: 500 (225 rooms, 5 suites and 8 studio combinations available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 9.00; Double: 8.00 to 13.00; Suites: 27.50-38.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Yes

NORTH DAKOTA

BISMARCK

Railroads: No. Pac.; Soo Line
Airlines: FAL, NWA

Hotel Patterson
422 Main St. (CA 3-4660)
Manager: Frank Hayes
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms available)
Convention Rates: Single: 3.00; Double: 4.50; Suites: 8.00 to 18.00
No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Group Meal Rates: Breakfast: .75; Lunch: 1.25; Dinner: 1.75
Liquor: Served in hotel
Charges for Exhibit Areas: 8.00 to 20.00
Net Exhibit Space: 4,500 sq. ft.
Audio-Visual Aids: PA system
Stage: Available

FARGO

Railroads: Nor. Pac., Great Nor.
Airlines: NOR, NWA

Gardner Hotel
26 Roberts St. (Phone: 2-2556)
Manager: T. L. Powers
Convention Season: All year
Largest Group Accommodated: 340 (125 rooms, 9 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.00 to 10.00; Double: 7.50 to 12.00; Suites: 12.00 to 15.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 50.00 if no meals served
Net Exhibit Space: 5,627 sq. ft. on two floors, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, swimming, nearby

Grave Hotel
(Phone: 5-5551)
Manager: B. M. Ness
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms, 10 siutes available)
Air Conditioning: 25 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 5.00 to 7.50; Double: 7.50 to 12.00; Suites: 10.00 to 12.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (185)
No. Banquet Rms. & Capacity of Largest: 5 (185)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 35.00
Charges for Exhibit Areas: 10.00 to 35.00
Net Exhibit Space: 2,500 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: 16' x 36'

GRAND FORKS

Railroads: Nor. Pac.; Gt. Nor.
Airlines: NWA, NCA

AUDITORIUM

Grand Forks Armory Auditorium
615 N. First (Phone: 2-3151)
Manager: Ken N. Larson
Exhibit Areas: 26,000 sq. ft.
Rental Fees and Services: From 10.00 to 75.00 per rental period. Rental depreciation after three days 30%. Services include PA systems, stages, piano, chairs (tables when not used for commercial purposes)
Floor Load: Unlimited
P. A. System: Yes
Dimensions, Opening to Exhibit Hall: 16 by 14 ft. —ramp loading
No. of Elevators: One-dock loading
Current and Utilities Available: 110, 220
Loading Facilities: Yes
Location, Size of Storage Areas: Depends on exhibitors
Number of Meeting Rooms and Capacities: 11 rooms—up to 3,000
Facilities to Handle Food Functions: Banquet up to 2,000
Parking Facilities: Yes
Distance from Business District: 3 blocks

Dacotah Hotel
106 N. Third (Phone: 4-5311)
Manager: Keith V. Bacon
Convention Season: All year
Largest Group Accommodated: 150 rooms, 2 suites available
Air Conditioning: Banquet halls
Convention Rates: Double: 7.50-11.00; Suites: 16.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms.: 2
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Ryan
23 N. Third (Phone: 4-4221)
Manager: Bill Micklin
Convention Season: All year
Largest Group Accommodated: 150 (110 rooms, 3 suites available)
Air Conditioning: 3 bedrooms, 2 banquet halls
Convention Rates: Single: 6.00-11.50; Double: 7.50-15.00; Suites: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-25.00
Audio-Visual Aids: PA system. Projectors are available
Sports Facilities: Golf, bowling

MINOT

Railroads: G.N.; Soo
Airlines: FAL, NOR

AUDITORIUM

Minot Municipal Auditorium
(Phone: TE 5-2141)
Manager: Charles V. Stenersen
Exhibit Areas: 19,325
Rental Fees and Services Included in Rent: $75 to $300
Floor Load: No limit

SHERATON
THE SHERATON HOTEL
IN AKRON, OHIO
Air-conditioned function rooms of all sizes. Ballroom accommodates 800.
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PROVIDENCE
MIDWEST
CHICAGO — INDIANAPOLIS
DETROIT — FRENCH LICK, Ind.
CLEVELAND, Ohio — RAPID CITY, S. D.
CINCINNATI — SIOUX CITY, Iowa
ST. LOUIS — SIOUX FALLS, S. D.
OMAHA — CEDAR RAPIDS, Iowa
AKRON
SOUTH
LOUISVILLE — NEW ORLEANS
DALLAS — MOBILE
WEST COAST
SAN FRANCISCO — PASADENA
LOS ANGELES — PORTLAND, Oregon
HAWAII
HONOLULU
CANADA
MONTREAL — NIAGARA FALLS, Ont.
TORONTO — HAMILTON, Ont.

Ventilation: Blower
Ceiling Height: 35'
PA System: Yes
Columns, Locations and Dimensions: None
Current and Utilities Available: 110-220
Meeting Rooms and Capacities: Two; 125 to 175
Facilities for Food Functions: Banquet up to 2,000, outside catering
Parking Facilities: Adjacent
Distance from Business District: Three blocks.

Clarence Parker Hotel

1st St. & 1st Ave., S.E. (Phone: 51-153)
VP & Gen. Mgr.: Ruth Parker Flowers
Convention Season: All year
Largest Group Accommodated: 256 (131 rooms and 3 suites available)
Convention Rates: Single: 4.00 to 6.00; Double: 7.25 to 9.50; Suites: 15.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: 5.00 to 35.00
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system
Stage: Available

OHIO

AKRON

Railroads: Penn.; B. & O.; Erie; A.C. & Y.; A. & B.B.
Airlines: AAL, CAP, EAL, UAL

Sheraton Hotel (HSMA)

See Advertisement, Page 174

259 S. Main Street (Phone: Jefferson 5-1871—Telegraph AK 99)
Manager: William T. Bigler
Sales Manager: James W. E. Jones
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms, 16 suites available)
Air Conditioning: Bedrooms, banquet and meeting rooms
Convention Rates: Single: 7.50-11.50; Double: 11.50-15.50; Suites: 25.00 to 40.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (800)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 1,344 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens
Stage: Available

CINCINNATI

Railroads: B. & O.; C. & O.; C.N.O. & T.P.; N.Y.C.; Erie; L. & N.; N. & W.; Penn.
Airlines: AAL, DAL, LCA, PAI, TWA

CONVENTION BUREAU
Cincinnati Convention & Tourist Bureau
714 Union Central Bldg. (2)
J. S. Turner, Executive Vice President

AUDITORIUMS

Cincinnati Gardens, Inc.

2250 Seymour Ave. (Phone: REdwood 1-8300)
Manager: Alex Sinclair
Exhibit Areas: Two buildings, 30,000 sq. ft. and 40,000 sq. ft.
Rental Fees: Depends on time of year
Floor Load: 1,500 lbs. per sq. ft.
Ceiling Height: One building 72', other building 24'
PA System: Yes
Dimensions: Opening to Exhibit Hall: 14 ft.
Current and Utilities Available: All
Columns, Location and Dimensions: None
Railroad Sidings: Nearby
Size of Storage Areas: 9,000 sq. ft.
Number of Meeting Rooms: Several small rooms, 1 large room
Parking Facilities: For 2,200 cars
Distance from Business District: 8 miles

Cincinnati Music Hall

1243 Elm St. (CHerry 1-3086)
Manager: Chas. W. Bauer, Jr.
Exhibit Areas: South Hall, 22,500 sq. ft.; North Hall, 22,500 sq. ft.; Ballroom, 22,500 sq. ft.; Foyer, 6,000 sq. ft. (buildings separate but interconnected)
Services Included in Rental: Heat, general lighting, water, cleaning
Floor Load: South and North Halls, unlimited; other areas, 150 lbs. per sq. ft. or more
Ventilation: Forced draught and air conditioning
Ceiling Heights: South Hall, 19 ft.; North Hall, 40 ft.; Foyer, 40 ft.
PA System: Available
Dimensions: Opening to Exhibit Hall: Accommodates largest trailers
Elevators and Capacities: One to Ballroom, 6,000 lbs—9'3"x10'x18'5"
Columns: South Hall only, 21 by 17 ins., two rows, 21 ft. longitudinal, 30 ft. lateral
Utilities: Gas, water, steam, sewerage, telephone, 110-220 AC 4-wire, 1- and 3-phase & DC
Loading Facilities: Drive in at street level
Storage Facilities: Ample, adjacent storage to accommodate full exhibit capacities
Meeting Rooms and Capacities: North Hall (if not used for exhibits), 5,700; Auditorium, 3,718; Ballroom, 2,000; 12 small rooms, 300 total
Facilities for Food Functions: Bars, restaurants, any size banquet (1,900 in one room; 5,500 in three)
Parking Facilities: 500-car municipal lot across street, plus private lots for 1,000 cars
Distance from Business District: Seven blocks

Netherland-Hilton (HSMA)

See Advertisement, Page 33

Fifth & Race Sts. (Phone: MA 1-3980—Telegraph CI 244)
Gen. Manager: Louis E. Del Coma
Sales Manager: James D. McDonough
Convention Season: All year
Largest Group Accommodated: 1,200 (550 rooms, 60 suites available)

SHERATON



In Cincinnati:
THE SHERATON-GIBSON

IT'S THE LARGEST IN THE CITY . . . the most popular . . . the friendliest! 1000 rooms all with TV and radio, 950 air-conditioned. 24 function rooms serving from 10 to 1700 and up to 1000 for banquets — all air-conditioned. Free overnight parking for registered guests.

Ann Kroger *Sales Manager*

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PITTSBURGH	BINGHAMTON, N.Y.	INDIANAPOLIS	NEW ORLEANS	**CANADA**
BALTIMORE	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	**WEST COAST**	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
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In CLEVELAND

YOUR GROUP GETS



WHEN YOU MEET AT THE

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For details, contact James L. Barber, Mgr. The Manger Hotel, Chester Ave. and East 13th St., Cleveland, O. Phone: Tower 1-2345, Teletype: CV-605

OHIO

Cincinnati continued

Air Conditioning: Most bedrooms, all banquet and meeting rooms
Convention Rates: Single: 7.25-17.25; Double: 12.50-16.00; Suites: from 27.75. European
No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
No. Banquet Rms. & Capacity of Largest: 20 (1,100)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 22,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

Sheraton-Gibson Hotel (HSMA)

See Advertisement, Page 175

421 Walnut St. (Phone: MA 1-6600—Teletype CI 559)
General Manager: John H. Scheibly
Sales Manager: Ann Kroger
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms, 25 suites available)
Air Conditioning: 95% of bedrooms, all banquet meeting rooms
Convention Rates: Single: 6.00 up; Double: 9.00 up; Suites: 25.00 up. European
No. Mtg. Rms. & Capacity of largest: 24 (1,700)
No. Banquet Rms. & Capacity of Largest: 24 (1,000)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 20,000, not all on one floor
Audio-Visual Aids: PA system, spotlights film projectors on rental basis, Closed-circuit TV
Stage: Yes
Sports Facilities: Bowling
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hotel Sinton

4th & Vine Sts. (Phone: DUnbar 1-1200)
Manager: Arthur A. Denterlein
Sales Manager: Robert H. Bockweg
Convention Season: All year
Largest Group Accommodated: 550 (300 rooms, 25 suites available)
Air Conditioning: 75% Bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50 to 11.00; Double: 8.50 to 14.00; Suites: 20.00 to 38.50. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 9,881 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens, blackboards, easels
Stage: Available
Sports Facilities: Bowling

Terrace Hilton Hotel (HSMA)

See Advertisement, Page 33

15 W. Sixth St. (Phone: DU 1-4000; Telegraph CI 384)
Gen. Manager: Louis E. Del Coma
Sales Manager: James D. McDonough
Convention Season: All year
Largest Group Accommodated: 500 (20 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.25-18.25; Double: 16.50-22.50; Suites: from 35.00. European
No. Mtg. Rms. & Capacity of Largest: 23 (500)
No. Banquet Rms. & Capacity of Largest: 23 (375)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Ice skating

CLEVELAND

Railroads: B. & O.; Erie; N.Y.C.; Penna.; W. & L.E.; C.V.; N. & S.S.; N.Y.C. & St. L.; R.T.
Airlines: AAA, AAL, CAP, EAL, LCA, NWA, TCA, TWA, UAL

CONVENTION BUREAU

Cleveland Convention & Trade Show Bureau, Inc.
511 Terminal Tower (13)
Edward C. Brennan, Executive Vice President

AUDITORIUMS

Cleveland Municipal Auditorium

Lakeside at East 6th St. (MAin 1-8300)

Manager: Paul Hurd
Exhibit Areas: 250,000 sq. ft.
Rental Fees and Services: $.20 per sq. ft.; all house services
Floor Load: Unlimited
Ventilation: Forced and air conditioning
Ceiling Height: 24 ft. under trusses
PA System: Available
Dimensions, Opening to Exhibit Hall: 14½ by 19 ft.
Elevator Capacities: 6,000 lbs.
Columns: In South Hall only
Utilities: AC and DC current; compressed air, hot water, gas
Loading Facilities: Truck ramps leading into building
Storage Areas: Ample
Meeting Rooms and Capacities: Seven rooms with capacities from 150 to 3,000
3700 Euclid Ave. (EN 1-3700)
Facilities for Food Functions: Can handle banquet for 2,500
Parking Facilities: 7,000 cars
Distance from Business District: Eight-minute walk

Cleveland Arena

3700 Euclid Ave. (EN 1-3700)
Manager: James C. Hendy
Exhibit Areas: 20,000 sq. ft.
Rental Fees and Services: Rental depends on event and includes light and heat
Ceiling Height: 70 ft. **PA System:** Available
Utilities: Every type
Meeting Rooms and Capacities: One, seats 120
Facilities for Food Functions and Banquet Capacity: Can handle banquet of 120
Parking Facilities: Available
Distance from Business District: 1.8 miles

Sheraton Cleveland Hotel (HSMA)

See Advertisement, Page 177

Public Square (Phone: TOwer 1-8000)
Managing Director: Robert F. Brydle
Sales Manager: Ralph G. Moorhouse
Convention Season: All year
Largest Group Accommodated: 1200 (600 rooms, 40 suites available)
Air Conditioning: Bedrooms, all banquet and meeting rooms
Convention Rates: Single: 6.50 to 11.00; Double: 10.50-14.50; Twins: 13.50-20.50; Suites: 34.00 to 60.00. European
No. Mtg. Rms. & Capacity of Largest: 27 (1,700)
No. Banquet Rms. & Capacity of Largest: 27 (1,050)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00 Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: Vary
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 42' x 18' x 12'

Manger Hotel (HSMA)

See Advertisement, Page 176

1802 East 13th Street (Phone: TOwer 1-2345; Telegraph: FRM)
Manager: James L. Barber
Sales Manager: Lee Lefton
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 10.00; Double: 9.00-14.50; Suites: 22.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (1000)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention
Charges for Exhibit Areas: None for convention
Net Exhibit Space: 7,634 sq. ft. on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available

Pick-Carter

1012 Prospect (Phone: PR 1-7200)
Manager: Allen James Lowe
Sales Manager: Andrew T. Ginnan
Convention Season: All year
Largest Group Accommodated: 1200 (350 rooms, 20 suites available)
Air Conditioning: Bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.50-12.00; Double: 9.00-15.00; Suites: 27.50-50.50
No. Mtg. Rms. & Capacity of Largest: 20 (1,200)
No. Banquet Rms. & Capacity of Largest: 20 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Net Exhibit Space: 8,417 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboards
Stage: Yes

Statler-Hilton (HSMA)

See Advertisement, Page 33

12th & Euclid (Phone: PRospect 1-6800)
Manager: Fletcher Brumit
Sales Manager: Donald M. Woodard
Convention Season: All year
Largest Group Accommodated: 1,000 (650 rooms, 25 suites available)
Air Conditioning: All bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.50 to 9.00; Double: 12.00-20.00; Suites: 27.00 to 37.00. European
No. Mtg. Rms. & Capacity of Largest: 22 (1,200)
No. Banquet Rms. & Capacity of Largest: 22 (1,200)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Varies
Net Exhibit Space: 5,560 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, blackboards, easels
Stage: Available

Wade Park Manor

E. 107th & Park Lane (Phone: Cedar 1-3300)
Manager: Owen C. Obetz
Convention Season: All year
Largest Group Accommodated: 350 (225 rooms available)
Air Conditioning: 5 meeting rooms
Convention Rates: Single: 7.00 to 12.50; Double: 10.50 to 16.50; Suites, from 17.00
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: .75; Lunch: 1.45; Dinner: 3.25
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights

COLUMBUS

Railroads: B. & O.; C. & O.; N.Y.C.; N. & W.; Penna.
Airlines: AAL, DAL, EAL, LCA, PAI, TWA, UAL

CONVENTION BUREAU

Columbus Convention Bureau, Inc.
50 West Broad St. (15)
Arthur G. Frank, Executive Director

AUDITORIUMS

Franklin County Veterans Memorial

300 West Broad St. (Phone: CA 1-4341)
Manager: Harry Schreiber
Exhibit Areas: 45,000 sq. ft.; West Hall, 22,000 sq. ft.; East Hall, 15,000 sq. ft.; South Terrace, 8,000 sq. ft.
Floor Load: Unlimited **Ventilation:** Air conditioned
Ceiling Height: 17 ft. graduated to 8 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: Two truck doors, 11'x10'
Columns: 35 ft. by 22 ft. apart
Utilities: 110, 220 volts, water, gas, drainage
Loading Facilities: Two loading docks
Storage Areas: Directly off Exhibition Hall
Meeting Rooms and Capacities: 7, from 50 to 200; one hall for 750
Facilities for Food Functions: Catering for 4,000
Parking Facilities: Lot for 1,200 cars
Distance from Business District: Three blocks

Ohio State Fair

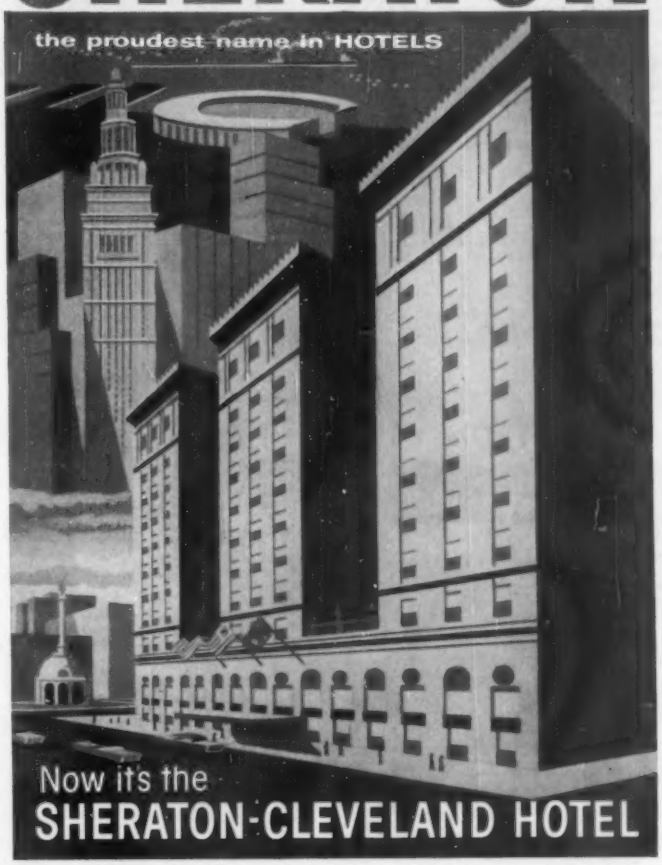
State Fairgrounds (Phone: AXminster 4-1645)
Manager: Rowland Bishop
Exhibit Areas and Square Footage of Each: Youth Center, 15,400 sq. ft.; Buckeye Bldg., 75,000 sq. ft. Arts & Crafts, 12,000 sq. ft.
Floor Load: Will accommodate trucks
PA System: Additional charge
No. of Elevators: All one floor buildings
Columns: None in Youth Center or Arts & Crafts
Current and Utilities Available: 110, 220V, gas, water
Loading Facilities: Buckeye Bldg., drive-in doors
Locations, Size of Storage Areas: Limited within buildings named but plenty in other buildings on grounds
Railroad Sidings: New York Central, Penna.
Number of Meeting Rooms and Capacities: Youth Center auditorium for 2,000 plus smaller meeting rooms; Little Theater seats 500
Facilities for Food Functions: Banquet for 1,800
Parking Facilities: For 5,000 cars
Distance from Business District: 3 miles

Deshler Hilton Hotel (HSMA)

See Advertisement, Page 33

Broad and High Sts. (Phone: CApital 4-1221; Telegraph: CL 396)
Manager: Carl Prather
Sales Manager: Mark L. Mowrey
Convention Season: All year
Largest Group Accommodated: 1,600 (850 rooms, 60 suites available)
Air Conditioning: 350 bedrooms, banquet and meeting rooms
Convention Rates: Single: 7.50-14.00; Double: 12.00 15.00; Suites: 15.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 20 (1,200)
No. Banquet Rms. & Capacity of Largest: 23 (1,000)
Group Meal Rates: Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None with meals
Charges for Exhibit Areas: 10% of convention rate

SHERATON



A top-to-lobby modernization has made Cleveland's number one convention address more popular than ever. All dining rooms and parlors have been done over. Two new restaurants have been added. 4 main meeting rooms hold 1,700. Air-conditioned.

Ralph G. Moorhouse, *Sales Mgr.*

EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	**SOUTH**	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	**HAWAII**
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU
PITTSBURGH	BINGHAMTON, N. Y.	INDIANAPOLIS	NEW ORLEANS	**CANADA**
BALTIMORE	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	**WEST COAST**	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

Net Exhibit Space: 15,000 sq. ft. on more than one floor, additional area
Audio-Visual Aids: PA system, spotlights, movie screens, blackboards, easels, projectors on rental basis.
Stage: Available

Neil House Hotel

41 S. High St. (Phone: CA 1-5221)
Manager: J. R. Penebaker
Sales Manager: Robert E. Wendelken
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 30 suites available)
Air Conditioning: 250 Bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50 to 10.00; Double: 9.00 to 18.00; Suites: 15.50 to 54.00
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention
Charges for Exhibit Areas: Vary
Net Exhibit Space: 12,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: 41 ft. by 24 ft.

Pick-Fort Hayes (HSMA)

31 W. Spring St. (Phone: CA 4-8211)
Manager: Thomas S. Walker
Sales Manager: Ruth Griffin
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, all bedrooms
Convention Rates: Single: 7.00-12.50; Double: 11.00-13.00; Suites: 19.00-75.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 9 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-75.00
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes (24'x6')

DAYTON

Railroads: N.Y.C.; Erie; B. & O.; Penn.
Airlines: AAL, DAL, LGA, TWA, UAL

The Dayton Biltmore Hotel Hilton (HSMA)

210 N. Main Street (Phone: BA 3-2161)
Manager: Frank W. Teich
Sales Manager: Harry W. Hull
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 15.00; Double: 10.00 to 18.50; Suites: 16.00, 29.50, 41.50. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Various
Charges for Exhibit Areas: Various
Net Exhibit Space: 25,000 sq. ft. on two levels in hotel annex
Audio-Visual Aids: PA system, spotlights, screens, blackboard, easels, projectors
Stage: Yes (12'x32')
Sports Facilities: Golfing, swimming

Van Cleve Hotel

36 West First Street (Phone BA 8-6131)
Manager: Claude J. Cannon
Sales Manager: Buel J. Cannon
Convention Season: All year
Largest Group Accommodated: 400 (237 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 9.50-18.00; Suites: 19.00 to 46.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (350)
No. Banquet Rms. & Capacity of Largest: 9 (275)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel—except Sunday
Charges for Mtg. Rms.: 7.50 up
Charges for Exhibit Areas: 7.50 up
Net Exhibit Space: 2,322 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

MANSFIELD

Railroads: B. & O.; Erie; Penna.
Airlines: LCA

Mansfield-Leland Hotel (HSMA)

27 Park Avenue West (Phone Lafayette 2-5111)
Manager: Joseph G. Wright
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 25 suites available)
Air Conditioning: 50 bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00 to 9.00; Double: 8.50 to 12.00; Suites: 16.00 to 30.50. European
No. Mtg. Rms. & Capacity of Largest: 11 (300)
No. Banquet Rms. & Capacity of Largest: 11 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,200 sq. ft. on more than one floor included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, bathing, fishing, boating

TOLEDO

Railroads: Ann Ar.; C. & O.; D. & T.S.L.; L.S. El.; Penna.; Wab.; W. & L.E.; B. & O.; D.T. & I.; N.Y.C.; N.Y.C. & St. L.; T.T.; T. & E.
Airlines: CAP, DAL, EAL, LCA, TWA, UAL

CONVENTION BUREAU

Toledo Convention & Visitors Bureau
218 Huron St. (4)
Harlin L. Walter, Manager

AUDITORIUM

Sports Arena

1 Main St. (OX 1-2403)

Manager: Andrew Mulligan
Exhibit Areas: 20,000 sq. ft. Main Arena; 30,000 sq. ft. adjoining Convention Hall.
Floor Load: Unlimited
Ceiling Height: 45 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 14 ft. by 14 ft.
Columns: None
Loading Facilities: Trucks can drive in
Storage Areas: In concourse
Meeting Rooms: 1 (750) can be divided into 3 smaller rooms
Facilities for Food Function and Banquet Capacity: Caterer can serve 2,000
Parking Facilities: 1,500 cars
Distance from Business District: Half mile

Commodore Perry Hotel (HSMA)

Superior & Jefferson Sts. (Phone CHerry 4-2841; Telegraph: TO 644)
Manager: John D. Sabrey
Sales Manager: John P. Martin
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-11.50; Double: 9.00-14.50; Suites: 20.00-46.50. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: 30.00-175.00
Net Exhibit Space: 10,487 sq. ft. on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

Hillcrest Hotel

241 16th Street (Phone CH 3-4261)
Gen. Manager: Edward D. Ramage
Resident Manager: Clifford D. Reulein
Convention Season: All year
Largest Group Accommodated: 200
Air Conditioning: 125 bedrooms, banquet halls
Convention Rates: Single: 8.00; Double: 11.00; Suites: 10.00 to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (150)
No. Banquet Rms. & Capacity of Largest: 7 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food is served
Charges for Exhibit Areas: 10.00 to 100.00 per day
Net Exhibit Space: 3,700 sq. ft., not on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available

Secor Hotel (HSMA)

Jefferson and Superior (Phone: CH 4-5501)
Manager: Raymond Mougey
Sales Manager: John P. Martin
Convention Season: All year
Largest Group Accommodated: 250 (170 rooms, 9 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 8.00; Double: 9.00 up; Suites: from 17.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (650)
No. Banquet Rms. & Capacity of Largest: 8 (650)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals are served
Charges for Exhibit Areas: 20.00-125.00
Net Exhibit Space: 8,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens, blackboards
Stage: Available
Sports Facilities: Bowling

YOUNGSTOWN

Railroads: B. & O.; Erie; L.E. & E.; N.Y.C.; Penna.; P & L.E.; Y. & N.; Y. & S.
Airlines: CAP, LCA, UAL

Hotel Pick-Ohio

Hazel & Boardman St. (Phone: Riverside 4-1131)
Manager: Roger Jacobson
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, 120 bedrooms
Convention Rates: Single: 6.50-8.50; Double: 8.00-10.00; Suites: 19.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities. Golf, boating, fishing, tennis

OKLAHOMA

OKLAHOMA CITY

Railroads: Santa Fe; C.R.I. & P.; OK. C.A.A.; M.K. & T.; Frisco Sys.
Airlines: AAL, BNF, CAL, CEN, TWA

CONVENTION BUREAU

Convention Bureau
Theatus Greeson, Manager

AUDITORIUM

Municipal Auditorium

201 N. Dewey (CE 2-6418)

Manager: Dee Fuller
Exhibit Areas: Zebra Room, 38,000 sq. ft.; Main Auditorium, 14,000 sq. ft.; Mirror Room, 5,000 sq. ft.
Rental Fees and Services: Rentals include heat, light and cleaning
Ventilation: Air conditioning
Ceiling Height: Main Aud., 40 ft.; Mirror Room, 23 ft.; Zebra Room, 14 to 16 ft.; PA System: In all halls

Dimensions, Opening to Exhibit Hall: 10 ft. 6 in. by 18 ft.
Elevators: One elevator
Columns: None in Auditorium and Mirror Room; behind drapes in Zebra Room
Utilities: 110-220 volt AC current
Loading Facilities: Trucks drive into Zebra Room
Storage Areas: 450 sq. ft., plus unused rooms
Meeting Rooms and Capacities: 10 meeting rooms from 25-600
Facilities for Food Function and Banquet Capacity: Can handle banquet to 3,500
Parking Facilities: Seven parking lots within half block
Distance from Business District: In downtown district

Huckins Drive-In Hotel

Main at Broadway (Phone: Forest 5-4341)
Manager: Paul Huckins
Convention Season: All year
Largest Group Accommodated: (175 rooms, 9 suites available)
Air Conditioning: All bedrooms, 6 banquet halls
Convention Rates: Single: 5.00 to 10.00; Double: 6.50 to 11.50; Suites: 15.00 to 17.50. Children free. European
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 3.50
Liquor: Not served
Charges for Mtg. Rms.: No charge if food is served
Charges for Exhibit Areas: Vary
Net Exhibit Space: 5,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available

Oklahoma Biltmore Hotel

228 West Grand (Phone: CEntral 5-6767; Teletype: OC 544)
Manager: Paul J. Saunders
Sales Manager: Vern Schlect
Convention Season: All year
Largest Group Accommodated: 900 (500 rooms, 42 suites available)
Air Conditioning: 75% bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50-8.75; Double: 7.50-11.25; Suites: 18.00-52.00, European
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 14 (650)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.85
Liquor: Not served in hotel
Charges for Mtg. Rms.: None for conventions over 100
Charges for Exhibit Areas: 10% gross booth rental
Net Exhibit Space: 80,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen, blackboards, tape recorder, record player
Stage: 36 ft. wide, 17 ft. deep

The Skirvin Hotels (HSMA)

See Advertisement, Page 179

Park Avenue at Broadway (Phone: CEntral 2-4411; Telegraph: OC 532
Manager: Dan W. James
Convention Season: All year
Largest Group Accommodated: 700 (250 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50 to 9.50; Double: 9.50 to 18.00; Suites: 20.00 to 60.00. European
No. Mtg. Rms. & Capacity of Largest: 16 (1,200)
No. Banquet Rms. & Capacity of Largest: 16 (1,000))
Group Meal Rates: Breakfast: 1.50; Lunch: 1.85; Dinner: 2.75
Liquor: Cocktails
Charges for Mtg. Rms.: Various
Charges for Exhibit Areas: Various
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8mm, 16mm and 35mm projectors, screens, blackboards, closed-circuit TV
Stage: Available

TULSA

Railroads: M.K. & T.; A.T. & S. Fe.; M.V.; Frisco Sys.; T.S.U.
Airlines: AAL, BNF, CAL, CEN, TWA

CONVENTION BUREAU

Convention & Visitors Department
616 S. Boston Ave. (19)
J.P. Arwood, Manager

Alvin Plaza Hotel

7th & Main Sts. (Phone: Gibson 7-7181 Telegraph: FSN)
Manager: Max T. Simms
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 9 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 5.50-7.00; Double: 7.00-9.00; Suites: 12.50-17.00 from May to October. Single: 4.75-7.00; Double: 6.00-9.00; Suites: 11.75-17.00 from November to May. European
No. Mtg. Rms. & Capacity of Largest: 15 (350)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.00 (50 or more)
Liquor: Yes
Charges for Mtg. Rms.: 7.50 min.; 50.00 max.
Charges for Exhibit Areas: Same as meeting rooms
Net Exhibit Space: Included in meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Yes (8x16 portable)
Sports Facilities: Bowling, swimming, golf, tennis

The Mayo Hotel (HSMA)

5th & Cheyenne (Phone: 3-2141)
Manager: Frank R. Bentley
Convention Season: All year
Largest Group Accommodated: 625 (300 rooms and 15 suites available)
Convention Rates: Single: from 8.00; Double: from 10.00; Suites: 25.00 to 75.00
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.75
Liquor: May be purchased from liquor store in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,250 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, tennis, horseback riding

Meeting Plans MADE A BIT EASIER

with this complete "FACTS FILE"



Yes, this handy file folder contains complete information for detailed advance planning . . . dimensioned floor plans of the many beautiful Skirvin catering rooms, suggested display and table arrangements, colorful descriptive folders on accommodations, a listing of pertinent facilities, along with any special information you may desire. The only thing we can't put in this folder is the Skirvin's far-flung reputation for a "personal touch" that assures you of a tremendously successful gathering.

Write for your "Facts File" today.

THE Skirvin HOTELS

DAN W. JAMES, President and General Manager
Broadway at Park Ave., Oklahoma City, CEntral 2-4411

OKLAHOMA
Tulsa continued

Hotel Tulsa (HSMA)

125 E. Third St. (Phone: CH 2-4301)
Manager: Hollis H. Hodges
Sales Manager: A. F. Vandemars
Convention: All year
Largest Group Accommodated: 300 (300 rooms, 12 suites available)
Air Conditioning: Bedrooms, banquet & meeting rooms
Convention Rates: Single: 6.00-10.00; Double: 8.00-12.50; Suites: 12.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Charges for Exhibit Areas: 50.00 and 75.00
Net Exhibit Space: 6,830 sq. ft. on one floor and 6,600 sq. ft. in lower lobby
Audio-Visual Aids: PA system, spotlights, screen
Stage: Oval (24'x15')

WAGONER

Railroads: K. O. & G.; M. K. T.; M. P.

Western Hills Lodge

Box 276 (Phone: TAhlequah 1290; Telegraph: Tahlequah, Oklahoma)
Manager: Arthur J. Newman
Sales Manager: George Overton
Convention Season: All year—no weekends during June, July and August
Largest Group Accommodated: 450 (180 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-12.00; Double: 12.00-14.50; Sources: 21.50-30.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 8 (650)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.95; Dinner: 2.75
Liquor: Not served in hotel
Charges for Mtg. Rms.: Various
Charges for Exhibit Areas: Various
Net Exhibit Space: 11,800 sq. ft., on more than one floor
Audio-Visual Aids: PA system, 16mm projector, screen
Stage: Available
Sports Facilities: Swimming, horseback riding, fishing, boating, skiing, shuffleboard, badminton, ping pong tables, putting green, golf course nearby
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

OREGON

EUGENE

Railroad: So. Pac.
Airlines: UAL, WCA

AUDITORIUMS

Agricultural Pavilion, Auditorium, Pioneer Hall & Cow Palace

796 West 13th Ave., Fairgrounds (Phone: DI 4-0021)
Manager: Ernest McCullock
Exhibit Areas: 55,168 sq. ft. total. Auditorium, 12,358 sq. ft.; Pioneer Building, 5,760 sq. ft.; Agricultural Bldg., 13,350 sq. ft.; Cow Palace, 23,700 sq. ft.
Rental Fees: Pioneer Bldg., 75.00 per day; Auditorium, 100.00 per day; Agricultural Bldg., 125.00 per day; Cow Palace, 250.00 per day. Rent includes set up of chairs, tables, etc., and cleanup
Opening to Exhibit Halls: Four to each building
Current and Utilities Available: 110 and 220
Loading Facilities: No limit
Storage: No limit
Number of Meeting Rooms and Capacities: 10 rooms up to 5,000
Facilities to Handle Food Functions: Banquet for 2,000
Parking Facilities: Four acres of blacktop
Distance from Business District: 5 blocks

McArthur Court

University of Oregon (Phone: Diamond 2-1411, ext. 281)
Manager: Leo A. Harris, Norv Ritchey
Exhibit Areas: 22,000 sq. ft. total. 16,350 sq. ft. in main arena. Remainder in surrounding hallway which is suitable for displays and exhibits
Rental Fees: $275 per day or 12% of gross, whichever is greater. Includes lights, water, heat
Ventilation: New forced air
Ceiling Height: 75 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 5 openings, 20 ft. wide
Columns: None
Current and Utilities Available: Can meet all requirements
Loading Facilities: Trucks from street only—ramps
Locations, Size of Storage Areas: 9 20 by 30 ft. rooms in basement
Number of Meeting Rooms: Can be arranged in nearby University buildings
Parking Facilities: 500 to 1,000 off-street parking
Distance from Business District: 9 blocks

Eugene Hotel

222 E. Broadway (Phone: DI 414-61; FBB (Deskfax); TWX: EG 105)
Manager: Paul L. Lansdowne
Convention Season: All year
Largest Group Accommodated: 348 (164 rooms, 24 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 12.50; Suites: 15.00 to 35.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 3.00 per front foot including booths
Net Exhibit Space: 10,000 sq. ft. (4,500 on one floor) Space is included in meeting room space
Audio-Visual Aids: PA system, spotlights, 35mm slide projector, 16mm sound movie projector, easels, blackboards
Stage: Yes
Sports Facilities: Skiing, boating, fishing, swimming

PORTLAND

Railroads: Nor. Pac.; So. Pac.; S.P. & S.; Gr. Nor.; P.T.; U.P.; O.E.
Airlines: BNF, NWA, PAA, PAL, UAL, WCA, WAL

CONVENTION BUREAU

Portland Convention Bureau
1020 S.W. Front Ave. (4)
V. A. McNeil, Manager

AUDITORIUM

Memorial Coliseum

See Advertisement, Page 181

(Opens Fall 1960)
440 N. Broadway (temp. office) (Phone: AT 8-6131)
Manager: Don Jewell
Exhibit Areas and Square Footage of Each: Exhibit Hall, 52,600 sq. ft.; Arena floor, 27,300 sq. ft.; Arena concourse, 18,000 sq. ft.; Assembly Room, 6,550 sq. ft.
Floor Load: Unlimited. Ventilation: Air-conditioned
Ceiling Height: Exhibit Hall, 15'; Arena, 85'
PA System: Yes
Dimensions, Opening to Exhibit Hall: 18' x 14'
No. of Elevators & Capacities: 1 (9,000 lbs.)
Columns, Location and Dimensions: 30' on center in Exhibit Hall
Current and Utilities Available: 122, 208V
Loading Facilities: Overhead doors into all areas; Also dock unloading
Storage Areas: 20,000 sq. ft.
Number of Meeting Rooms and Capacities: 8 (1,200)
Facilities for Food Functions: Banquet for 3,000
Parking Facilities: For 2,500 cars
Distance from Business District: Five minutes

Benson Hotel (HSMA)

309 S. W. Broadway (Phone: Ca 8-9611)
Manager: Sam Standard
Sales Manager: Ralph Van Noy
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms, 26 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 7.50-10.00; Double: 10.50-16.00; Suites: 30.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (750)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 20.00 up
Charges for Exhibit Area: 15.00 up
Net Exhibit Space: 6,000 sq. ft., not on one floor
Audio-Visual Aids: PA system, spotlights. Projectors can be rented
Stage: Yes (10 ft. deep x 36 ft. long)

Hotel Multnomah (HSMA)

See Advertisement, Page 182

319 S. W. Pine Street (Phone: CApitol 8-7441)
Gen. Manager: C. R. Lindquist
Sales Manager: John J. Parker
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 12 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 7.00-15.00; Double: 9.50-to 19.50; Suites: 20.00-50.00
No. Mtg. Rms. & Capacity of Largest: 14 (900)
No. Banquet Rms. & Capacity of Largest: 14 (800)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 50.00
Charges for Exhibit Areas: 30.00 to 150.00
Net Exhibit Space: 6,500 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, easels, screens
Stage: Available

Sheraton-Portland Hotel (HSMA)

See Advertisement, Page 183

Lloyd Center
Manager: James R. Gaughenbaugh
Sales Manager: John H. Moore
Convention Season: All year

Meeting in
PORTLAND ?
Fly the
Extra Care Line

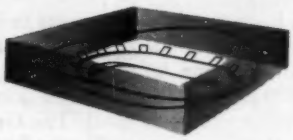
UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

NEWEST
and
LARGEST
in the
NORTHWEST





MEMORIAL COLISEUM

Portland's new $8,000,000 center for Conventions, Expositions, Meetings, Banquets, Sports and Stage Attractions. 5 minutes from city center.

OPENING in November, 1960. Now booking 1961 attractions.

SEATING CAPACITY up to 14,000 for sports events; 10,500 for ice shows; 12,000 for conventions or stage attractions; 2,000 for banquets.

MAIN ARENA is 247′ x 120′, completely air conditioned, unlimited floor load, 80′ ceiling, portable stage, team and star-type dressing rooms.

MEETING ROOMS (8) accommodating 120 to 1,200 persons.

EXHIBIT HALL with 53,000 sq. feet adjoins main arena. 15′ ceiling, unlimited floor load, 18′ doorway, air conditioned, wired for TV.

TRANSPORTATION and PARKING. Close to hotels, freeways, Union Depot. Served by city bus lines. Parking for 2,500 cars on the grounds with additional parking for 1,500 nearby.

You will enjoy

PORTLAND

Year-round vacationland

For full details, contact

DON JEWELL, Manager
Memorial Coliseum
Portland 17, Oregon
Phone ATlantic 8-6131





MEETING, ANYONE?

Convention bound? Western Hotel hospitality awaits in Portland. At the Multnomah, you'll find every single detail to your convention's liking. Deluxe accommodations for all delegates, perfect meeting rooms serve up to 900 persons, bountiful parking, movie and sound systems, every facility makes it ideal. The Grand Ball Room (above), for example, provides a stage, dance floor, ample space for up to 500 persons.



The Empire Room, one of many, allows room selection singly or in combination for the smallest committee group or the largest, 500 persons, gathering.

One reason the Multnomah is known as Portland's "convention hotel", the Grand Ball Room, serving up to 900 persons, has hosted organizations of regional and national scope.

The Marine Room is popular for its decor and size, comfortably providing space for 175 persons for meeting or 125 for banquet.

	Meeting	Banquet
Grand Ball Room (combined with) Emerald and Colonial Room	900	600
Colonial Room	175	125
Emerald Room	150	100
Rose Bowl	800	600
Marine Room	175	125
Cameo Room	75	60
Empire Room	500	350
Junior Ball Room	200	150

PLUS 5 other rooms, each accommodating 30 to 125 persons

Write today for complete convention information, pictures and brochure.

MULTNOMAH

Western WH HOTEL

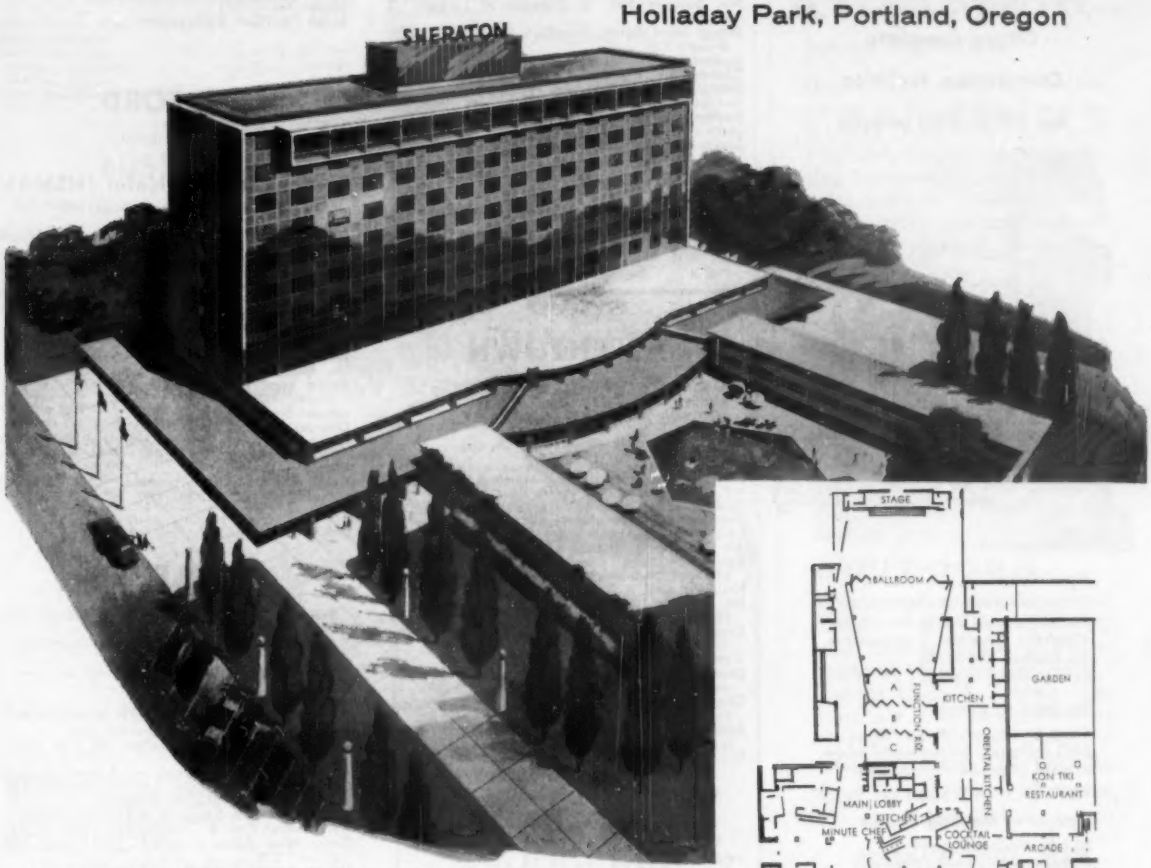
S. W. 4th & Pine Street—Portland, Oregon
National Sales Office, 37 South Wabash Avenue, Chicago



When in **SEATTLE** . . . meeting and conventioneering is best at the famed *Olympic* Western *Hotel*–convention headquarters in the Queen City.

SHERATON -PORTLAND HOTEL

Holladay Park, Portland, Oregon



Here's a brand-new luxury hotel that combines indoor-outdoor living with these ideal convention facilities:

	Banquet Capacity	Meeting Capacity
Grand Ballroom	850	1,200
Function Room "A"	100	150
Function Room "B"	100	150
Function Room "C"	100	150
Combination of Grand Ballroom and 3 function rooms	1,150	1,650

Other features: Eight "Hospitality" rooms each seating about 25 for banquets, 40 for meetings; TV and air-conditioning; free parking.

JOHN H. MOORE, *Sales Mgr.*

SHERATON the proudest name in HOTELS

COAST TO COAST IN THE U.S.A., IN HAWAII AND CANADA

EAST
NEW YORK
Park-Sheraton
Sheraton-East (the Ambassador)
Sheraton-Atlantic
Sheraton-Russell
BOSTON
Sheraton-Plaza
WASHINGTON
Sheraton-Carlton
Sheraton-Park
PITTSBURGH
Penn-Sheraton
BALTIMORE
Sheraton-Belvedere
PHILADELPHIA
Sheraton Hotel
PROVIDENCE
Sheraton-Biltmore
SPRINGFIELD, Mass.
Sheraton-Kimball
ALBANY
Sheraton-Ten Eyck
ROCHESTER
Sheraton Hotel
BUFFALO
Sheraton Hotel
SYRACUSE
Sheraton-Syracuse Inn
BINGHAMTON, N. Y.
Sheraton Inn

MIDWEST
CHICAGO
Sheraton-Blackstone
Sheraton Towers
DETROIT
Sheraton-Cadillac
CLEVELAND
Sheraton-Cleveland
CINCINNATI
Sheraton-Gibson
ST. LOUIS
Sheraton-Jefferson
OMAHA
Sheraton-Fontenelle
AKRON
Sheraton Hotel
INDIANAPOLIS
Sheraton-Lincoln
FRENCH LICK, Ind.
French Lick-Sheraton
RAPID CITY, S. D.
Sheraton-Johnson
SIOUX CITY, Iowa
Sheraton-Martin
Sheraton-Warrior
SIOUX FALLS, S. D.
Sheraton-Carpenter
Sheraton-Cataract
CEDAR RAPIDS, Iowa
Sheraton-Montrose

SOUTH
LOUISVILLE
Sheraton Hotel
The Watterson
DALLAS
Sheraton-Dallas
NEW ORLEANS
Sheraton-Charles
MOBILE, Alabama
The Battle House

WEST COAST
SAN FRANCISCO
Sheraton-Palace
LOS ANGELES
Sheraton-West (formerly the Sheraton-Town House)
PASADENA
Huntington-Sheraton
PORTLAND, Oregon
SheratonPortlandHotel

HAWAII
HONOLULU
Royal Hawaiian
Princess Kaiulani
Moana
Surfrider

CANADA
MONTREAL
Sheraton-Mt. Royal
The Laurentien
TORONTO
King Edward Sheraton
NIAGARA FALLS, Ont.
Sheraton-Brock
HAMILTON, Ont.
Sheraton-Connaught

The Largest and Finest Resort Hotel in Western Pennsylvania

Bedford Springs HOTEL

BEDFORD, PENNSYLVANIA

Offers complete Convention facilities for 25 to 550 people



Ideal Location

3000 acre estate in western Pennsylvania . . . high in the colorful Allegheny Mountains . . . adjacent to the Bedford exit of the Pennsylvania Turnpike.

So Easy to Reach

Come by car, bus, plane, PRR or B&O railroads. Arrangements made to meet all public transportation at nearby terminals.

Delightful Meeting Rooms

16 fully equipped rooms accommodating from 25 to 550 persons.

Superb Accommodations

250 smartly redecorated rooms . . . each with private bath.

Experienced Staff

During 1957 our staff had the pleasure of serving 355 state and national groups.

Finest Recreational Facilities

Championship 18 hole golf course, tennis, horseback riding, swimming in indoor pool and Red Oaks Lake and, of course, complete bar and beverage service facilities.

Special Convention Rates

Extended to groups throughout our season—April 15th—November 15th.

Your inquiry will receive immediate attention. Wire, call or write . . .

E. Harris Knight, Sales Manager
Phone: Bedford 500

OREGON

Portland continued

Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.85-18.00; Double: 12.85-24.85; Suite: 24.00-38.00
No. Mtg. Rms. & Capacity of Largest: 12 (1,650)
No. Banquet Rms. & Capacity of Largest: 12 (1,150)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None with convention
Charges for Exhibit Areas: 400.00 per day
Net Exhibit Space: 8,280 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (11'x30')
Sports Facilities: Golf, ice skating

PENNSYLVANIA

ALLENTOWN

Railroads: L.V.; J.C.; L. & N.E.; Reading
Airlines: EAL, TWA, UAL

Americus Hotel (HSMA)

6th & Hamilton Sts. (Phone: Hemlock 46101)
V.P. & Gen. Manager: Harry W. Clark
Sales Manager: P. Joseph Fitzgerald
Convention Season: All year
Largest Group Accommodated: 450
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 6.00 to 7.00; Double: 8.00 to 12.00; Suites: 12.00 to 25.00
No. Mtg. Rms. & Capacity of Largest: 15 (600)
No. Banquet Rms. & Capacity of Largest: 15 (375)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention delegates
Charges for Exhibit Areas: None for convention delegates
Audio-Visual Aids: PA system, spotlights, platform, screen
Sports Facilities: Golf

ALTOONA

Railroads: Penna.
Airlines: AAA

Hotel Penn Alto (HSMA)

13th Ave. & 12th St. (Phone: WIndsor 3-6171)
Manager: Herbert A. Hanson
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 4 suites available)
Air Conditioning: Meeting and banquet rooms, 60 bedrooms
Convention Rates: Single: 4.50-8.75; Double: 7.00-13.00; Suites: 18.00-21.50. European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 12 (400)
Group Meal Rates: Breakfast: 1.45; Lunch: 1.70; Dinner: 2.10
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,110 sq. ft. on one floor, separate area
Audio-Visual Aids: Two screens—52" x 70" each, PA system, spotlights, blackboards, easels
Stage: Yes (21'x14')
Sports Facilities: Golf, swimming,

BEDFORD

Railroads: Penna.; H. & B.T.M.

Bedford Springs Hotel (HSMA)

See Advertisement, Page 184

(Phone: Bedford 500)
Manager: L. Gardner Moore
Sales Manager: Harris Knight
Convention Season: April 15 to Nov. 15
Largest Group Accommodated: 500 (240 rooms, 12 suites available)
Air Conditioning: 50 bedrooms, 4 banquet halls
Convention Rates: Single: 17.00 to 19.00; Double: 15.00 to 17.00; Suites: 20.00 to 27.00. American
No. Mtg. Rms. & Capacity of Largest: 14 (450)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, three 16mm projectors, 2 x 2, 2¼ x 4 slide projectors
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

BETHLEHEM

Railroads: L.V.; P.B. & N.E.; Reading; J.C.; L. & N.E.
Airlines: EAL, TWA, UAL

Hotel Bethlehem (HSMA)

427-447 Main St.
Manager: Norman J. Canfield
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 3 suites available)
Air Conditioning: Bedrooms and 3 meeting rooms
Convention Rates: Single: 6.00-7.00; Double: 9.00-11.00; Suites: 13.50-21.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.10; Lunch: 1.50; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 18,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen, 16mm projector
Stage: Available

The Lawrence

ERIE, PENNSYLVANIA



By the Shores of Lake Erie . . . 400 Luxurious Guest Rooms . . . TV . . . Redecorated Executive Suites . . . One Minute to Railroad Station . . . Five Minutes to Airport . . . Free Parking . . . Excellent Accommodations for Conventions and Sales Meetings, from 10 to 600 . . . Large Exhibit Area . . . Unexcelled Recreational Facilities . . . Distinguished Cuisine and Service.

Call Manager Collect—GLendale 6-8871

PENNSYLVANIA

No. Mtg. Rms. & Capacity of Largest: 6 (525)
No. Banquet Rms. & Capacity of Largest: 6 (525)
Group Meal Rates: Breakfast: 1.30; Lunch: 1.75;

Sales Manager: George Trippi
Convention Season: October to May
Largest Group Accommodated: 250 (130 rooms,

BUCK HILL FALLS

Railroads: Del., Lackawanna & West.

The Inn (HSMA)

See Advertisement, Page 185

(Phone: Cresco, LYndhurst 5-7441)
Manager: Clifford R. Gillam
Sales Manager: Loretta E. Ziegler
Convention Season: From late Oct. to mid-June
Largest Group Accommodated: 450 (300 rooms available)
No. Mtg. Rms. & Capacity of Largest: 6 (900)
No. Banquet Rms. & Capacity of Largest: 2 (425)
Audio-Visual Aids: PA system, spotlights, 35mm and 16mm projectors, slide projectors on one floor
Audio-Visual Aids: Blackboard, easel, movie
Stage: Available
Sports Facilities: Golf, tennis, bowling on the green, horseback riding, swimming, fishing, skating, skiing
Hotel Representative: Utell International (see p. 29)

BUSHKILL

Railroads: D.L. & W.

Bushkill Falls House

(LU 8-8634)
Manager: Frank L. Pipher
Reservation Manager: Joseph E. Boyle
Convention Season: May, June, September
Largest Group Accommodated: 200 (100 rooms available)
Air Conditioning: Banquet halls
Convention Rates: 9.00 to 15.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlight, 8mm and 16mm projectors
Stage: Available
Sports Facilities: Swimming pool, private lake, tennis, softball, handball, shuffleboard, quoits, croquet, ping pong, badminton, putting golf, basketball, archery, volleyball, horseback riding, golf

ERIE

Railroads: B. & L.E.; N.Y.C.; N.Y.C. & St. L.; Penna.
Airlines: AAA, CAP, LCA, MOH

Lawrence Hotel (HSMA)

See Advertisement, Page 184

10th & Peach Sts. (Phone: Glendale 6-8871)

Manager: Robert A. Summers
Sales Manager: Luella Pearson
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 6 suites available)
Convention Rates: Single: 6.25-8.80; Double: 9.50-14.00; Suites: 30.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: from 3.25
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: 5.00 per 10 ft. space
Audio-Visual Aids: PA system
Stage: 10 ft. by 32 ft.
Sports Facilities: Swimming, boating, fishing, bowling
Liquor: Served in hotel

HARRISBURG

Railroads: Penna.; Reading
Airlines: AAA, CAP, TWA

Penn Harris Hotel (HSMA)

Third and Walnut Streets (Phone: CEdar 8-7211)
Managing Director: Mark W. Sweger
Sales Manager: Benj. J. Keil
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 9 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 6.50 to 11.50; Double: 9.00 to 17.00; Suites: 28.00 to 37.50. European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (240)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Charges for Exhibit Areas: 10.00 to 100.00
Net Exhibit Space: 3,600 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens, blackboards
Stage: Available
Sports Facilities: Golf nearby

HERSHEY

Railroads: Reading

Hotel Hershey (HSMA)

See Advertisement, Page 185

(Phone: KEystone 3-2171)

Glad to **GREET** you

- With complete facilities that assure a successful carefree meeting
- With hotel or private cottage accommodations, fine food, interesting sports facilities, etc.
- With personalized attention to good service and come-back-again hospitality
- 90 miles from Phila. & N. Y. C.

For information call our offices in:
N. Y.— LO 5-1115 • Phila.— KI 6-1937
or write: EDWARD C. JENKINS

THE SKYLINE INN and Cottages
MOUNT POCONO, PENNSYLVANIA
at the Top of the Poconos



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27-hole championship Golf Course • 20 miles of Riding and Hiking Trails • Swimming in Olympic-size pool • Tennis Club—8 Teniko Clay Courts • Two Lawn Bowling Greens • Winter Sports—Skiing, Skating, Tobogganing.

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or
Loretta B. Ziegler, Convention Manager
•
Clifford R. Gillam, General Manager

THE INN Buck Hill Falls PENNSYLVANIA

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Hotel Hershey
HERSHEY, PENNSYLVANIA
"Open Year 'Round"

Reservations
Write: Room S

Robert P. Cournoyer
Managing Director

No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)

Convention Season: All year
Largest Group Accommodated: 500 (350 rooms

Meeting in

PENNSYLVANIA

Hershey continued

Manager: Robert Cournoyer
Convention Season: All year
Largest Group Accommodated: 250 (120 rooms, 8 suites available)
Air Conditioning: 80% of bedrooms, banquet and meeting rooms
Convention Rates: Single: 9.00-14.00; Double: 17.00-24.00; Suites: 32.00-52.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: a la carte; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 and up
Net Exhibit Space: 1,377 sq. ft.
Audio-Visual Aids: Spotlights, PA system available
Sports Facilities: Golf, tennis, riding, swimming, croquet, lawn bowling, putting green, horse shoes, pool, ping pong, shuffleboard

JOHNSTOWN

Railroads: B. & O.; Penna.
Airlines: AAA

Hotel Fort Stanwix

331 Main (Phone: 41-271)
Manager: W. E. La Brack
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 9.00; Double: 8.50 to 12.00; Suites: 11.00 to 14.00
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 to 25.00
Charges for Exhibit Areas: 7.50 to 25.00
Net Exhibit Space: 3,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, bowling, fishing

LANCASTER

Railroads: Penna.; Reading
Airlines: AAA, EAL

Hotel Brunswick (HSMA)

N. Queen & Chestnut Sts. (Phone: EX 7-6201, Teletype: LN 88)

Managing Director: Paul L. H. Heine
Sales Manager: Mildred Kaetz
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: 5.00-7.00; Double: 9.00-9.50; Twin: 8.50-14.00, European

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or write: EDWARD C. JENKINS

THE SKYLINE INN and Cottages
MOUNT POCONO, PENNSYLVANIA
at the Top of the Poconos

No. Mtg. Rms. & Capacity of Largest: 6 (525)
No. Banquet Rms. & Capacity of Largest: 6 (525)
Group Meal Rates: Breakfast: 1.30; Lunch: 1.75; Dinner: 2.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: 5.00 to 75.00 except when food and liquor is served
Charges for Exhibit Areas: 5.00-75.00
Net Exhibit Space: 5,772 sq. ft.—all but 588 sq. ft. on one floor
Audio-Visual Aids: Blackboard, easel, movie screen, PA system, spotlights
Stage: Yes (10'x40')
Sports Facilities: Most sports available locally.

MEADVILLE

Treadway David Mead

See Advertisement, Pages 30, 31

455 Chestnut (Phone: 41-201)

Manager: Parry Benton
Convention Season: All year
Largest Group Accommodated: 170 (67 rooms, 9 suites available)
Air Conditioning: Banquet halls, 10 bedrooms
Convention Rates: Single: 5.00-8.00; Double: 9.00-11.00; Twins: 12.00-15.00; Suites: 18.00-20.00. European. American plan on request
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,500 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, 35mm slide projector
Sports Facilities: Golf, water sports in season

MOUNTAINHOME

Railroads: D.L. & W.

Onawa Lodge

(Phone: Cresco LY 5-7421)

Manager: H. Irwin Shinnen
Convention Season: Oct. to June, except holiday week ends
Largest Group Accommodated: 150 (100 rooms available)
Convention Rates: Single: 9.00 to 15.00; Double: 17.00 to 28.00, American
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, slidomatic viewer, rostrum
Stage: Available
Sports Facilities: Tennis, swimming, shuffleboard, table tennis, volleyball, softball, horseback riding, golf nearby, skiing, ice skating, tobagganing

MOUNT POCONO

Railroads: D.L. & W.

High Point Inn

Belmont Avenue
Manager: George Colovos
Convention Season: All year except July and Aug.
Largest Group Accommodated: 165 (80 rooms, 2 suites available)
Convention Rates: Single: 15.00-18.00; Double: 25.00-30.00; Suites: 35.00-37.50, American
No. Mtg. Rms. & Capacity of Largest: 5 (150)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,025 sq. ft.
Audio-Visual Aids: 16mm projector, PA system, spotlights, can rent any other equipment needed
Stage: Yes (portable)
Sports Facilities: Indoor and outdoor swimming pools, game rooms, baseball, volleyball, golf nearby, horseback riding.

Mount Airy Lodge (HSMA)

Manager: J. C. Martens
Sales Manager: George Trippi
Convention Season: October to May
Largest Group Accommodated: 250 (130 rooms, 22 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 16.00; Double: 29.00; Suites: 35.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboards, 16mm projector
Stage: Available
Hotel Representative: Utell International (see pg. 20)

The Skyline Inn (HSMA)

See Advertisement, Page 186

Knob Drive (Phone: TE 9-3661)

Manager: Edward C. Jenkins
Convention Season: May, June, Aug., Sept., Oct.
Largest Group Accommodated: 150 (75 rooms, 3 suites available)
Convention Rates: Single: 14.00; Double: 20.00 to 26.00; Suites: 30.00, American
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (175)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, easels, 16mm sound projector
Stage: Available
Sports Facilities: Outdoor pool, tennis, pitch 'n putt, croquet, shuffleboard, billiards, volleyball
Hotel Representative: William P. Wolfe Organization (see pg. 29)

PHILADELPHIA

Railroads: Penna.; Read.; B. & O.; P.-R. S L.
Airlines: AAA, AAL, CAP, DAL, EAL, NAL, NEA, TWA, UAL

CONVENTION BUREAU

Philadelphia Convention & Visitors Bureau
Juniper & Filbert Sts. (7)
J. A. Morrison, Executive Director

AUDITORIUM

Trade and Convention Center

34th St. and Convention Ave (EVergreen 6-9800)

Manager: Santo S. Panetta
Exhibit Areas: South Exhibition Hall, 11,000 sq. ft.; Grand Exhibition Hall, 113,130 sq. ft.; Center Exhibition Hall, 35,800 sq. ft.; Convention Exhibition Hall, 37,000 sq. ft.; Convention Auditorium, 40,000 sq. ft.; Ballroom, 9,000 sq. ft.
Rental Fees: Minimum rental charge and percentage of gate receipts, plus labor charges
Floor Load: Unlimited in all areas except Auditorium & Ballroom; the latter, 300 lbs. per sq. ft.
Ventilation: Air conditioned in Convention, Exhibition Hall, Convention Auditorium, Ballroom and all meeting rooms
Ceiling Height: Varies in each area; maximum 90 ft. **PA System:** Available
Dimensions, Opening to Exhibit Hall: 12 by 10 ft. 11 truck entrances, varying from 9' x 10' to 20' x 30'
Elevators and Capacities: Two 45-passenger; two 15-passenger, two 21-passenger, two 10-ton freight
Columns: 27 in. sq.; 20 ft. centers
Utilities: 110-220-440 Volt AC single; two and three-phase, 60 cycle; water, gas, steam, air
Loading Facilities: Loading platforms; 22-car railroad siding
Storage Areas: 40,000 sq. ft. under cover
Meeting Rooms and Capacities: 45 rooms, 8 to 1,500 capacities
Facilities for Food Functions: Can handle banquet for 5,000
Parking Facilities: 2,000 cars
Distance from Business District: 10-minute ride

Adelphia Hotel

13th and Chestnut Sts. (Phone: RI 6-3000)
Sales Manager: Adele Downey
Convention Season: All year
Largest Group Accommodated: 500 (275 rooms, 10 suites available)
Air Conditioning: Bedrooms, some banquet rooms
Convention Rates: Single: 6.00-10.00; Double: 10.00-15.00; Suites: 25.00-30.00, European

No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 300.00 for meetings, no charge if meals served
Charges for Exhibit Areas: 10.00-300.00
Audio-Visual Aids: PA system, spotlights

Bellevue Stratford Hotel (HSMA)

Broad and Walnut Streets (Phone: PE 5-0700; Telegraph: P.H. 626)
Manager: Harvey F. O'Brien
Director of Sales: Paul G. Foley
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms, 35 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-13.50; Double: 14.00 to 18.00; Suites: 25.00-55.00. European
No. Mtg. Rms. & Capacity of Largest: 20 (2,000)
No. Banquet Rms. & Capacity of Largest: 19 (1,400)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, screen
Stage: Available

The Benjamin Franklin Hotel (HSMA)

Ninth at Chestnut St. (Phone: WA 2-8600)
Manager: William G. Chadwick
Sales Manager: Robert C. Bennett
Convention Season: All year
Largest Group Accommodated: 1,600 (850 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-11.00; Double: 10.00-16.00; Suites: 26.00-70.00
No. Mtg. Rms. & Capacity of Largest: 18 (1,200)
No. Banquet Rms. & Capacity of Largest: 18 (1,200)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.75; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 6,430 sq. ft. on one floor—additional area
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: 20 ft. by 30 ft.

Drake Hotel (HSMA)

See Advertisement, Page 187

1512 Spruce St. (Phone: Ki 5-0100)
Manager: B. B. Leider
Sales Manager: Michael A. Devitt
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 25 suites available)
Air Conditioning: Some bedrooms, banquet and meeting rooms
Convention Rates: Single: 7.00 to 14.00; Double: 10.00 to 18.00; Suites: 18.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 6 (625)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, easels, blackboards, screens
Stage: Available

Penn Sherwood Hotel (HSMA)

3900 Chestnut St. (Phone: EVergreen 6-9000)
Manager: Kurt A. Smith
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms, 30 suites available)
Air Conditioning: 180 bedrooms, 14 suites, banquet and meeting rooms
Convention Rates: Single: 6.25-10.00; Twins: 10.50-14.00; Double: 10.00-14.00; Suites: 15.50 to 32.50. European
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.65; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention
Net Exhibit Space: 7,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens

Sheraton Hotel (HSMA)

See Advertisement, Page 187

1725 Pennsylvania Blvd.
Manager: Joseph M. Curry
Sales Director: Alan Schnell
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.50; Double: 13.00; Suites: 34.00
No. Mtg. Rms. & Capacity of Largest: 22 (2,000)
No. Banquet Rms. & Capacity of Largest: 17 (1,630)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions or day meetings
Net Exhibit Space: 43,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors, screens, blackboards
Stage: Available

Sylvania Hotel (HSMA)

Locust below Broad Sts. (Phone: PEnnypacker 5-7200)
Manager: Fred Lehmen
Sales Manager: Louis J. Slattery
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms, 12 suites available)
Air Conditioning: Banquet hall and 200 bedrooms
Convention Rates: Single: 6.50 to 8.50; Double: 10.00-12.50; Suites: 27.50. European
No. of Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms.: 9
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Treadway Inn, St. Davids

See Advertisement, Pages 30, 31

Route 30, St. Davids (Phone: Murray 8-5800)
Manager: Robert J. Pearce
Sales Manager: William Corr
Convention Season: All year
Largest Group Accommodated: 300 (144 rooms, 18 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 8.50-12.00; Double: 13.00-16.00; Suites: 30.00. American
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (440)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.25; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 4,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights. Projectors can be rented.
Stage: Yes (12'x24')
Sports Facilities: Golf, swimming, shuffleboard, ice skating

SHERATON

THE SHERATON HOTEL
NEW IN PHILADELPHIA

1,000 Air-conditioned rooms.
1,000 Car Garage, private entrance to Hotel.
Ballroom seats 1700 for banquets, 2400 for meetings, 30 meeting and function rooms. New Sheraton Exhibit Hall accommodates 135 booths, 19,000 square feet.

JOSEPH M. CURRY
General Manager



the welcome is wonderful at
SHERATON HOTELS

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MIDWEST
CHICAGO, DETROIT, CLEVELAND, Ohio, CINCINNATI, ST. LOUIS, OMAHA, AKRON, INDIANAPOLIS, FRENCH LICK, Ind., RAPID CITY, S. D., SIOUX CITY, Iowa, SIOUX FALLS, S. D., CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE, DALLAS, NEW ORLEANS, MOBILE

WEST COAST
SAN FRANCISCO, LOS ANGELES, PASADENA, PORTLAND, Oregon

HAWAII
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A distinguished hotel - with a distinguished name - in the heart of the city nearest everything, with complete facilities for everything.



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★ Luxurious Guest Rooms and Executive Suites
★ Closed Circuit TV
★ Meeting and Functional Rooms for 10 to 850

MICHAEL A. DEVITT, Sales Manager
1512 SPRUCE STREET • Kingsley 5-0100
B. B. LEIDER, Managing Director

PENNSYLVANIA

Philadelphia continued

The Warwick (HSMA)
17th and Locust (Phone: PE 5-3800; Telegraph: PH 376)
Manager: Paul J. McNamara
Sales Manager: J. Lloyd Larkins
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00 to 14.00; Double: 14.00 to 18.00; Suites: 24.00 to 65.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Net Exhibit Space: Space for ten 6-foot table top exhibits
Audio-Visual Aids: PA system, spotlights, screens, easels
Stage: Available
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., Ruth Bedmossian (see pg. 29)

PITTSBURGH

Railroads: B. & O.; Penna.; P. & L.E.; A. & So. S.; P. & W.V.
Airlines: AAA, AAL, CAP, EAL, LCA, NWA, TWA, UAL

SHERATON



IN PITTSBURGH — IT'S THE
PENN-SHERATON

(FORMERLY THE WILLIAM PENN)
THE HUB OF THE GOLDEN TRIANGLE with the vast new Public Auditorium at its doorstep. A full city block of function space accommodates groups up to 2500. Every convention facility and convenience under one roof, plus an experienced staff to serve you. Sales meetings a specialty.
1600 rooms
C. T. Carey, *General Manager*

EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	**SOUTH**	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	**HAWAII**
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU
PITTSBURGH	BINGHAMTON, N.Y.	INDIANAPOLIS	NEW ORLEANS	**CANADA**
BALTIMORE	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	**WEST COAST**	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

CONVENTION BUREAU
Pittsburgh Convention Bureau, Inc.
411 Seventh Ave. (19)
Charles W. Shaffer, Executive Vice President

AUDITORIUM
(under Construction)
Bedford Ave. & Center (Phone EXpress 1-0192)
Executive Director: Edward Fraher
Exhibit Areas and Square Footage of Each: 90,000 sq. ft. Area A, 50,000 sq. ft.; Area B, 30,000 sq. ft.; Area C, 10,000 sq. ft.
Floor Load: 300 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Height: Area A, 13' 6"; Area B, 100'; Area C, 26'
Dimensions, Opening to Exhibit Hall: 13' 6" high by 30' wide
Columns, Location and Dimensions: Vary (approximately 28' centers)
Current and Utilities Available: 500 KVA 120V single phase; 250 KVA 208V three phase; 144 KVA 400 amphere 208V three phase; hot and cold water, floor drains, waste outlets, compressed air, gas and steam
Loading Facilities: Drive-in truck entrance, two tail gate loading docks
Size of Storage Areas: Limited
Number of Meeting Rooms and Capacities: Two for 400 each, 2 for 350 each, one for 600; rooms can be combined for room for 1,200
Facilities for Food Functions: Banquet for 3,000
Parking Facilities: Space for 1,700 cars
Distance from Business District: On edge of district

The Carlton House (HSMA)
550 Grant St. (Phone: Grant 1-6060)
Manager: John N. Penn
Sales Manager: Herbert C. Fetzer
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-16.00; Double: 16.00-20.00; Suites: 32.50 to 75.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (225)
No. Banquet Rms. & Capacity of Largest: 3 (225)
Group Meal Rates: Breakfast: 1.75 to 2.50; Lunch: 3.50 to 5.00; Dinner: 4.50 to 8.50
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge when food and liquor served
Audio-Visual Aids: PA system, spotlights

Penn Sheraton (HSMA)
See Advertisement, Page 188
Mellon Park Square (Phone: AT 1-7100)
Manager: Charles T. Carey
Sales Manager: James D. Stroup
Convention Season: All year
Largest Group Accommodated: 1,500 (900 rooms and 35 suites available July and Aug.; 700 rooms and 35 suites available Sept. to July)
Air Conditioning: 1,000 bedrooms, all banquet halls
Convention Rates: Single: 8.50 to 11.00; Double: 11.50 to 14.00; Suites: 25.00 to 100.00. European
No. Mtg. Rms. & Capacity of Largest: 25 (1,200)
No. Banquet Rms. & Capacity of Largest: 25 (950)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: Vary—according to number of sleeping rooms
Net Exhibit Space: 2,200 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, closed-circuit TV, screens, blackboards
Stage: Available

Pick Roosevelt Hotel (HSMA)
Penn Ave. and 6th St. (Phone: AT 1-3700)
Manager: E. A. Leach
Sales Manager: Dean A. Phillips
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 16 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-12.50; Double: 11.50-15.50; Suites: 22.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.85; Dinner: 4.00
Liquor: Served in hotel, except Sunday
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: 10.00 per booth
Net Exhibit Space: Room for 20 6 x 6 ft. booths on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Bowling

Pittsburgh Hilton
See Advertisement, Page 33

Gateway Center (Phone: EXpress 1-4600; Teletype: PG 688)
Manager: A. H. Zugger
Sales Manager: Herbert S. Loepere
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 100 suites available)
Air Conditioning: Bedrooms, banquet and meeting rooms
Convention Rates: Single: 9.00-15.00; Twins: 15.00-18.00; Suites: 32.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (2,500)
No. Banquet Rms.: 12
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention is headquartered in hotel. Otherwise 10.00-25.00
Charges for Exhibit Areas: 25.00
Net Exhibit Space: 500 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors, blackboards, easels
Stage: Several
Sports Facilities: Golf, skiing, swimming, hunting, fishing, boating nearby

Sherwyn Hotel

212 Wood St. (Phone: Co 1-6600)

Manager: Jay White
Sales Manager: Gene Fox
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 5 suites available)
Air Conditioning: 130 bedrooms, 6 banquet rooms
Convention Rates: Single: 6.00 to 10.50; Double: 9.00 to 14.00; Suites: 17.00 to 30.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 6.00-100.00 if food not served
Charges for Exhibit Areas: 6.00-100.00
Net Exhibit Space: 4,400 sq. ft. separate area
Audio-Visual Aids: PA system, spotlights, screen, easel, blackboards
Stage: Available
Sports Facilities: Bowling alleys in hotel

Hotel Webster Hall (HSMA)
See Advertisement, Page 189

4415 Fifth Avenue (Phone: Mayflower 1-7700) (Telegraph PG 253)
Manager: Henry J. Huemrich
Sales Manager: Florence Rittinger
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 20 suites available)
Air Conditioning: All bedrooms, banqet & meeting rooms
Convention Rates: Single: 8.00-12.50; Double: 11.00-16.00; Suites: 20.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (750)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 3.75 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: 15.00 to 275.00
Net Exhibit Space: 15,000 sq. ft., 11,600 on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, easels, blackboards, screens
Stage: Yes
Hotel Representative: Utell International (see pg. 29)

POCONO MANOR

Railroads: D. L. & W.

Pocono Manor Inn (HSMA)
See Advertisement, Page 189

(Phone: Mt. Pocono, TE 9-3611)
Gen. Manager: John M. Crandall
Manager: Glen W. Kissel
Sales Manager: Betty J. Evans
Convention Season: All year—except July and August
Largest Group Accommodated: 375 (210 rooms available)
Convention Rates: Single: 20.00; Double: 34.00. Nov.-April, Single: 19.00; Double: 30.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (375)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 2.38; Lunch: 3.62; Dinner: 4.92 (includes tax and gratuity)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound and 2x2 slide projectors, blackboards, easels, lecterns
Stage: Available
Sports Facilities: Golf, horseback riding, tennis, putting course, scheduled trap shooting, swimming, boating, shuffleboard, horseshoes, bowling, ping pong, billiards
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc., Robert F. Warner, Inc. (see pg. 29)

READING

Railroads: Penne.; Read.
Airlines: CAP, EAL, TWA

Abraham Lincoln Hotel (HSMA)

Fifth & Washington Sts. (Phone: FR 4-1121)
Manager: Francis H. Mills
Sales Manager: George Brown
Convention Season: All year
Largest Group Accommodated: 525 (200 rooms, 20 suites available)
Air Conditioning: 150 bedrooms, banquet & meeting rooms
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 14.00; Suites: 19.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (650)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 19,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, easels, screens, blackboards
Stage: Main stage, 29' x 15'; Center stage, 19' x 15'
Sports Facilities: Golf, swimming, tennis, riding

SCRANTON

Railroads: J.C.; D. & H.; D.L. & W.; Erie; L. & W.V.; N.Y.O. & W.
Airlines: AAA, AAL, EAL, TWA..

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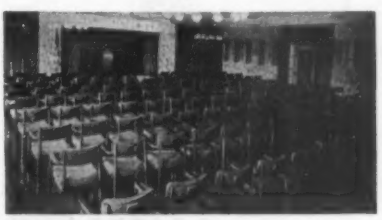
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Henry J. Huemrich V.P. & Genl. Mgr.
Florence Rittinger, Sales Mgr.

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Conferences—large or small—are always more profitable in the relaxed atmosphere of The Manor's 3500 acre mountaintop estate. Our New Terrace Wing offers the finest in modern facilities. New Terrace Ballroom and Auditorium, additional conference rooms, Terrace Cocktail Lounge, complete banquet facilities. New indoor-outdoor Swimming Pool. 18 hole Championship Golf Course. Every sport in season. Finest accommodations, delicious meals.

Write for Conference Facilities Folder.

POCONO MANOR INN
Pocono Manor, Pa.
Glenn W. Kissel, Manager • Betty J. Evans, Sales Mgr.
John M. Crandall, V. P., Gen. Mgr.
Phone (Mt. Pocono) TErminal 9-3611

PENNSYLVANIA

Scranton continued

1960

Shawnee Inn

GOLDEN ANNIVERSARY SEASON

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But our Sales Office is open all year to assist Corporations, Trade Associations and Golfing Groups with meeting and outing plans. Contact Ed Sweet.

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FRED WARING *Proprietor*
W. S. GARRISON *Gen. Mgr.*

Shawnee-On-Delaware, Penna.

Hotel Jermyn

322 Spruce Street (Phone: DI-3-1181)
Manager: M. F. Renaud
Convention Season: All year
Largest Group Accommodated: 390 (185 rooms, 3 suites available)
Air Conditioning: Some bedrooms, all banquet halls
Convention Rates: Single: 3.50 to 9.75; Double: 6.50 to 13.50; Suites: 20.80 to 22.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 3 (650)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.75
Liquor: Served in hotel
Net Exhibit Space: 7,500 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf course and bowling alleys nearby

SHAWNEE-ON-DELAWARE

Railroads: to Stroudsburg, E. Stroudsburg

Shawnee Inn (HSMA)

See Advertisement, Page 190

(Phone: Hamilton 1-1500)
Manager: Weldon S. Garrison
Sales Manager: Edgar A. Sweet
Convention Season: May, June, September and October
Largest Group Accommodated: 232 (114 rooms, 6 suites available)
Air Conditioning: Banquet rooms

Convention Rates: Single: 26.00; Double: 19.00-22.00; Parlor: 30.00 additional. American
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,698 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, 35mm slide and 16mm movie projectors
Stage: Available
Sports Facilities: Golf, swimming, tennis, boating, putting
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc., Robert F. Warner, Inc. (see pg. 29)

SKYTOP

Railroads: D. L. & W.
Airlines: served through Scranton

Skytop Club (HSMA)

See Advertisement, Page 190

(Phone: LYndhurst 5-7401)
Manager: Wm. W. Malleson, Jr.
Resident Manager: D. M. Biles
Convention Season: September through June
Largest Group Accommodated: 300 (190 rooms available)
Convention Rates: May to Oct.—Single: 16.50-21.00; Double: 33.00-39.00; Nov. to May—Single: 16.50-19.50; Double: 32.00-34.00. American
No. Mtg. Rms. & Capacity of Largest: 11 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: Handle small exhibits only, usually in meeting room
Audio-Visual Aids: PA system, spotlights, 35mm, 3½ x 4½, 2 x 2, 16mm projectors, screens, easels, blackboards
Stage: 12 ft. by 20 ft.
Sports Facilities: Golf, riding, fishing, lawn bowling, tennis, putting greens, swimming, shuffleboard, archery, skiing, skating, tobogganing

UNIONTOWN

Railroads: Penna.; B. & O.

Summitt Hotel

(Phone: 88594)
Manager: Don Shoemaker
Convention Season: April 15 to Nov. 15
Largest Group Accommodated: 200 (105 rooms, 2 suites available)
Convention Rates: Single: 14.00-16.00; Double: 22.00-26.00; Suites: 40.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 7,000 sq. ft. on one floor
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm, slide projectors, screens
Stage: 35 ft. by 12 ft.

WERNERSVILLE

Railroads: Read.

Galen Hall Hotel

(Phone: Sinking Spring ORchard 8-8011)
Manager: Daniel Burack
Sales Manager: Samuel Sopenoff
Convention Season: April 15 to Oct. 30
Largest Group Accommodated: 475 (285 rooms, 12 suites available)
Air Conditioning: 225 bedrooms, banquet rooms
Convention Rates: Single: 18.00 to 20.00; Double: 16.00 to 18.00; Suites: 20.00 to 25.00. July and Aug.—Single: 22.00 to 25.00; Double: 20.00 to 27.50; Suites: 25.00 to 32.50. American
No. Mtg. Rms. & Capacity of Largest: 6 (550)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Available
Sports Facilities: 18-hole golf course, swimming pool, tennis, handball, game room

WHITE HAVEN

Railroads: L.V.; J.C.

Split Rock Lodge (HSMA)

(Phone: White Haven 4561)

Manager: Wm. D. Herrmann
Sales Manager: C. A. Rhoads
Convention Season: Sept. 16 to June 14
Largest Group Accommodated: 260 (43 rooms & 58 cottages available)
Convention Rates: Single: 15.00 to 18.00; Double: 26.00 to 30.00; Cottages: 28.00 to 54.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (70)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,600 sq. ft. on one floor
Audio-Visual Aids: 16mm projector, PA system, spotlights
Stage: 10' x 10'
Sports Facilities: Golf—18 miles distant
Hotel Representative: William P. Wolfe Organization (see pg. 29)

WHY SKYTOP?

For executive meetings and top management groups Skytop Club, in the nearby Pocono Mountains, is the undisputed leader. This scenic 5500-acre estate provides complete isolation and every physical attribute for group meetings—10 to 300.



★ Private club atmosphere, distinguished service
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Phone: LYndhurst 5-7401

WILKES-BARRE

Railroads: J.C.; D. & H.; L.V.; Penna.; L. & W.V.
Airlines: AAA, AAL, EAL, TWA

Sterling Hotel

47 Market Street (Phone: VAlley 2-3131)
Manager: Stephen C. Finnen
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms available)
Air Conditioning: Banquet and meeting rooms, 90 bedrooms
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 1 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: From 10.00
Audio-Visual Aids: PA system, spotlights

YORK

Railroads: M. & P; Penna.; W.M.

The Yorktowne Hotel

Market at Duke Street (Phone: York 82831)
Manager: Charles D. Klingler
Sales Manager: Robert R. Heathcote
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms, 6 suites available)
Air Conditioning: 150 bedrooms, banquet & meeting rooms
Convention Rates: Single: 6.00 to 9.75; Doubles: 8.50 to 14.00; Suites: 27.00 to 40.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (700)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,125 sq. ft.
Audio-Visual Aids: PA System, spotlights, screens
Stage: Yes (12'x24')

RHODE ISLAND

PROVIDENCE

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL, NAL, NEA, UAL

CONVENTION BUREAU
Greater Providence Chamber of Commerce
John Stimes, Manager

Crown Hotel (HSMA)

See Advertisement, Page 191

208 Weybosset St. (Phone: De 1-8200)
Manager: George J. Sanker
Sales Manager: James D. McAndrews
Convention Season: All year
Largest Group Accommodated: 375 (150 rooms, 5 suites available)
Air Conditioning: 50% bedrooms and all banquet halls
Convention Rates: Single: 4.50-6.00; Double: 8.00-10.00; Suites: 25.00-35.00. A complimentary suite with block of 30 room reservations. European
No. Mtg. Rms. & Capacity of Largest: 10 (350)
No. Banquet Rms. & Capacity of Largest: 10 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 up
Charges for Exhibit Areas: 7.50 up
Net Exhibit Space: 8,000 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens, 16mm projector
Stage: Yes (9'x40')
Sports Facilities: Golf, bowling, horseback riding, swimming—all within 10 minutes

Sheraton-Biltmore Hotel (HSMA)

See Advertisement, Page 191

11 Derrance Street (Phone: GAspee 1-9200)
Manager: George Thomas Cullen
Sales Manager: James J. O'Halloran
Convention Season: All year
Largest Group Accommodated: 1,000 (460 rooms, 10 suites available)
Air Conditioning: 8 banquet and meeting rooms, 50% of bedrooms
Convention Rates: Single: 6.85-12.50; Double: 10.85-16.50; Triple: 13.85; Suites: 25.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (800)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,500 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA System, spotlights, blackboards, screens, easels
Stage: Available
Sports Facilities: 5 golf courses within 5 miles

SOUTH CAROLINA

CHARLESTON

Railroads: A.C.L.; So. Ry.; S.A.L.
Airlines: DAL, EAL, NAL

Hotel Fort Sumter

Manager: Van A. Bealer
Resident Manager: E. G. Braun
Convention Season: All year except Mar. 10 to April 15
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50-9.00; Double: 9.00-14.00; Suites: 20.00-22.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, raised dais
Sports Facilities: Golf, fishing, beaches

Jack Tar's Francis Marion Hotel (HSMA)

King & Calhoun Sts. (Phone: 2-9831) (Telegraph: TWK-CS 335)
Manager: J. William Cole
Sales Manager: W. Ed Baty
Convention Season: All year
Largest Group Accommodated: 572 (200 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.00; Double: 8.00 to 14.00; Twin: 10.50-14.50; Suites: 12.00 to 35.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Area: 15.00 per booth
Net Exhibit Space: 15,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Yes (20'x30')
Sports Facilities: Golf, swimming, fishing, sailing, hunting, tennis horseback riding, bowling
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

COLUMBIA

Railroads: A.C.L.; S.A.L.; So. Ry.; C.N. & L.
Airlines: DAL, EAL

Hotel Columbia

1301 Gervais St. (Phone: Alpine 22141)
Manager: Jack Maynard
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.75 to 7.00; Double: 8.00 to 12.00; Suites: 22.00 up. European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 2.50
Liquor: Packaged goods only
Audio-Visual Aids: PA system
Stage: Available

SHERATON
-BILTMORE HOTEL
IN PROVIDENCE, R.I.

Complete facilities for banquets or meetings of up to 500 persons. Closed circuit TV. 10 function rooms. Air conditioned ballroom, banquet rooms and restaurants. Television and radio in each room. Special weekend convention rates. Excellent transportation facilities. 500 Rooms.
GEORGE THOMAS CULLEN
General Manager



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BUDGET IN MIND

excellent convention facilities, good meeting rooms

Crown hotel

One of 3 convention hotels with over 800 rooms available for conventions. Write the Crown or the Providence Chamber of Commerce.

Exhibit Areas: Annex, 22,400 sq. ft.; Auditorium, 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, blackboards, screens, easels, 16mm projector
Stage: Yes (40'x60')
Sports Facilities: Golf, swimming, fishing, sailing, hunting, tennis horseback riding, bowling
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

COLUMBIA

Railroads: A.C.L.; S.A.L.; So. Ry.; C.N. & L.
Airlines: DAL, EAL

Hotel Columbia

1301 Gervais St. (Phone: Alpine 22141)
Manager: Jack Maynard
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.75 to 7.00; Double: 8.00 to 12.00; Suites: 22.00 up. European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 2.50
Liquor: Packaged goods only
Audio-Visual Aids: PA system
Stage: Available

SOUTH CAROLINA

Charleston continued

Hotel Wade Hampton

1201 Main Street (Phone: ALpine 6-4361; Teletype CO 7149)
Manager: Fitzhugh L. Smith
Sales Manager: John R. Loy
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 19 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50-9.50; Double: 7.50-14.00; Suites: to 27.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (1,200)
No. Banquet Rms. & Capacity of Largest: 13 (735)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served but not sold
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25% of association charge
Net Exhibit Space: 9,734 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: Blackboards, screens, PA system, spotlights
Stage: Yes

GREENVILLE

Railroads: So. Ry.; P. & N.; C. & W.C.; G. & N.
Airlines: DAL, EAL, SOU

Poinsett Hotel

South Main St. (Phone: 3-6211)
Manager: J. Mason Alexander
Convention Season: All year
Largest Group Accommodated: 325 (175 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50; Double: 9.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 3 (325)
No. Banquet Rms. & Capacity of Largest: 3 (325)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Package store only
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, fishing, tennis, hunting, golf

MYRTLE BEACH

Airlines: PAI (May-Sept.), EAL, NAL through Wilmington, S.C. or Charleston, S.C.

Ocean Forest Hotel (HSMA)

Winter Address: P. O. Box 336, Hollywood, Fla. (Phone: 2051)
General Manager: John W. Tyler
Convention Season: May through Sept.
Largest Group Accommodated: 350 (200 rooms, 16 suites available)
Air Conditioning: 25% of bedrooms, banquet halls
Convention Rates: Single: 12.00-15.00; Double: 24.00-30.00; Suites: 34.00-45.00. American. European available on request
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: 8mm. and 16mm. projectors, screens, PA system, spotlights
Stage: Available
Sports Facilities: Outdoor swimming pool, tennis private beach, shuffleboard, volley ball, fishing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

PLAN TO MEET AT BEAUTIFUL

MYRTLE BEACH

SOUTH CAROLINA

"THE RIVIERA OF THE SOUTH"





ON THE PLANTATION COAST OF SUNNY SOUTH CAROLINA! TWO CHAMPIONSHIP GOLF COURSES WITH GRASS GREENS, FINE FISHING FROM PIERS, BEACH, BOATS, LAKES

Excellent Hotels, Motels & Apartments

SPECIAL RATES OFFERED FOR GROUP MEETINGS AND CONVENTIONS FROM OCTOBER THROUGH APRIL

Advise us your needs, number in group and dates of meeting. We'll give you fullest cooperation

CONVENTION BUREAU—CHAMBER OF COMMERCE— MYRTLE BEACH 55, S.C.

SHERATON

-JOHNSON HOTEL

IN RAPID CITY, S.D.

South Dakota's largest and finest hotel. Located in the scenic vacation country of the Black Hills. Resort atmosphere. Attractive new rooms with free TV and radio. Cocktail Lounge. Air-conditioned function rooms for meetings of groups from 15 to 350.

BEN C. AMSDEN, *Gen'l Mgr.*



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Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST

NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY
WASHINGTON	ROCHESTER
PITTSBURGH	BUFFALO
BALTIMORE	SYRACUSE
PHILADELPHIA	BINGHAMTON, N. Y.
PROVIDENCE	

MIDWEST

CHICAGO	INDIANAPOLIS
DETROIT	FRENCH LICK, Ind.
CLEVELAND, Ohio	RAPID CITY, S. D.
CINCINNATI	SIOUX CITY, Iowa
ST. LOUIS	SIOUX FALLS, S. D.
OMAHA	CEDAR RAPIDS, Iowa
AKRON	

SOUTH

LOUISVILLE	NEW ORLEANS
DALLAS	MOBILE

WEST COAST

SAN FRANCISCO	PASADENA
LOS ANGELES	PORTLAND, Oregon

HAWAII

HONOLULU

CANADA

MONTREAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.

SHERATON

-CATARACT HOTEL

IN SIOUX FALLS, S.D.

The modernized convention hotel in the heart of Sioux Falls. Facilities for large and small meetings. Many rooms air-conditioned. Radio and TV in all rooms. Cocktail Lounge and Coffee Shop. Private function rooms for meetings of 60 to 450.

HENRY A. DITMANSON
General Manager



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PROVIDENCE	

MIDWEST

CHICAGO	INDIANAPOLIS
DETROIT	FRENCH LICK, Ind.
CLEVELAND, Ohio	RAPID CITY, S. D.
CINCINNATI	SIOUX CITY, Iowa
ST. LOUIS	SIOUX FALLS, S. D.
OMAHA	CEDAR RAPIDS, Iowa
AKRON	

SOUTH

LOUISVILLE	NEW ORLEANS
DALLAS	MOBILE

WEST COAST

SAN FRANCISCO	PASADENA
LOS ANGELES	PORTLAND, Oregon

HAWAII

HONOLULU

CANADA

MONTREAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.

SOUTH DAKOTA

RAPID CITY

Railroads: C. N.
Airlines: FAL, NOR, WAL

Sheraton-Johnson Hotel (HSMA)

See Advertisement, Page 192

523 6th St. (Phone: Fillmore 2-1210)
Manager: Ben C. Amsden
Convention Season: All year
Largest Group Accommodated: 275 (125 roms, 5 suites available)
Air Conditioning: Banquet, meeting rooms, bedrooms
Convention Rates: Single: 5.35-9.35; Double: 8.85-12.85.
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboards
Sports Facilities: Golf, fishing, riding

SIOUX FALLS

Railroads: C.M. St. P. & P.; C.R.I. & P.; Gt. Nor.; Ill. Cent.; C. & N.W.L.
Airlines: BNF, NOR, WAL

AUDITORIUM

Sioux Falls Coliseum

501 N. Main Ave. (Phone: 8-5531)
Manager: Allan P. Aker

Exhibit Areas: Annex, 22,400 sq. ft.; Auditorium, 10,000 sq. ft.; Armory, 5,000 sq. ft.
Rental Fees and Services: 100.00 per day when no admission charged; includes janitor service, light and heat
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 25 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: Truck door opening
Columns: None
Utilities: Gas, electricity
Meeting Rooms and Capacities: Auditorium, 2,300; three smaller rooms, 50
Facilities for Food Function and Banquet Capacity: Can serve banquets up to 1,500
Parking Facilities: City parking across from building
Distance from Business District: Two blocks

Sheraton-Cataract Hotel (HSMA)

See Advertisement, Page 192

106 West 9th (Phone: 4-6031; Teletype SX 8377)
Manager: Henry A. Ditmanson
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.35 to 12.50; Double: 8.85 to 15.00; Suites: 23.00-30.50. European
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 7 (375)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 2,900 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

TENNESSEE

CHATTANOOGA

Railroads: C. of Ga.; N.C. & St. L.; A.G. So.; C.N.O. & T.P.; T.A. & G.; So. Ry.
Airlines: BNF, CAP, DAL, EAL

CONVENTION BUREAU

Chattanooga Convention & Visitors Bureau
819 Broad St. (2)
Thomas J. Boylan, Executive Director

AUDITORIUM

Memorial Auditorium

399 McCallie Ave. (Phone: AM 6-8837)
Manager: Tommy C. Thompson
Exhibit Areas: Mail Hall, 13,000 sq. ft.; stage, 800 sq. ft.; Wheland Hall, 1,500 sq. ft.
399 McCallie Ave. (Phone 6-8837)
Rental Fees and Services: $300 per day includes janitor service, heat and light
Floor Load: Ample
Ceiling Height: 50 ft. **PA System:** $50 per day for set and operator
Elevators and Capacities: Freight elevator to Main Hall, 6,000 lbs.
Columns: None
Utilities: AC current
Loading Facilities: Large truck can use elevator to unload on exhibit floor
Storage Areas: Basement, 500 sq. ft.; stage, 800 sq. ft.
Meeting Rooms and Capacities: Three, 200 capacity; plus 12 large dressing rooms—some can be used for small meetings
Facilities for Food Functions: None
Parking Facilities: Garage in basement; large lots across street, 1,000 cars
Distance from Business District: Two blocks

Patten Hotel

See Advertisement, Page 193

1 E. 11th St. (Phone: AM-6-2141)
Manager: J. Garnett Andrews
Sales Manager: John K. Williams
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms, 8 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 5.00; Double: from 7.50; Suites: from 12.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, screens, strip and slide projectors
Stage: Available

The Read House

Broad, 9th, Chestnut (AMherst 6-4121 Teletype CT 7094)
Manager: Albert Crouch
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.00; Double: 7.00 to 15.00; Suites: 20.00 to 30.00; Studio rooms: 10.00 plus 3% state sales tax. European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00. Dinner: 3.00 plus 3% sales tax
Liquor: Package store only
Charges for Mtg. Rms.: 10.00 to 25.00
Charges for Exhibit Areas: Basis of 25% of gross revenue
Net Exhibit Space: About 50 six-foot booths on two floors, partially included in meeting space
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

GATLINBURG

Railroads: L. & N.; So. Ry.—to Knoxville
Airlines: Served through Knoxville

Mountain View Hotel

(Phone: 384)
Manager: Tom Woods
Convention Season: Nov. 1 to June 1, September
Largest Group Accommodated: 250 (100 rooms available)

CHATTANOOGA'S LEADING CONVENTION HOTEL

IN THE "SCENIC CITY OF THE SOUTH"

400 Air Conditioned Rooms
5 Distinctive Restaurants
9 Meeting and Banquet Rooms
(All on same floor)

Closed Circuit TV, PA Systems,
Meeting Aids
Free Parking

PLUS A Friendly Experienced Convention Staff

Hotel PATTEN
CHATTANOOGA, TENNESSEE

Write John K. Williams
Sales Manager

Associated with
Hotel SEMINOLE, Jacksonville, Fla.



IMAGINE!

ME going to the Summit Conference!

It's hard to find a conference that's more "summit" than one held at the magnificent Castle In The Clouds—high atop Lookout Mountain. What a view—seven states at your feet! What a location—near Chattanooga—a short hop from any place! What connections—served by 5 airlines with 51 flights daily . . . also by 17 trains! And what a hotel! Your "summit conference" is certain to draw a "full General Assembly"— with nary a veto in sight. Top drawer all the way!

- *Complete facilities for up to 350, 7 meeting rooms.*
- *Entire hotel available for groups.*
- *Complete social programs for all. Dancing nightly, nightclub entertainment styled to your convention, all included in American Plan rate.*
- *Golf (including new Sportsman's Par-3 Course), Tennis, Horseback Riding, Basketball and Swimming.*
- *Superb cuisine, highlighted by the spectacular International Buffet.*
- *Open May to October.*

For information, write, wire or phone collect:
Jack M. Slone, President, JEfferson 1-1271
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Castle IN THE CLOUDS
Lookout Mountain, Tennessee
A RESORTS INTERNATIONAL HOTEL
In Miami Beach, The Shelborne
In Jamaica, The Marrakesh

Air Conditioning: One banquet and meeting room, some bedrooms
Convention Rates: Single: 11.00 to 12.00; Double: 16.00 to 21.00; Suites: from 30.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 4 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Not served in hotel
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projectors, screen
Stage: Available
Sports Facilities: Shuffleboard, ping pong, tennis, horseback riding, fishing, 18-hole golf course

KNOXVILLE

Railroads: L. & N., So. Ry.
Airlines: AAL, DAL, CAP, PAI

Hotel Andrew Johnson

918 Gay St., S.W. at Hill Ave. (Phone: 2-4103)
Manager: James E. Bradley
Convention Season: All year
Largest Group Accommodated: 750 (350 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.25 up; Double: 8.50 up
No. Mtg. Rms. & Capacity of Largest: 12 (750)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 3.00 up
Charges for Mtg. Rms.: None if meals are served
Charges for Exhibit Areas: Depends on amount of space used
Net Exhibit Space: 2,700 sq. ft.
Audio-Visual Aids: PA system, screens, closed circuit TV, spotlights
Stage: Available

Farragut Hotel

[illegible] Gay St., S.W. at Clinch Ave.
Manager: McKie Alexander
Convention Season: All year
Largest Group Accommodated: 400 (300 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 up; Double: 8.50 up
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 4 (275)
Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 2.50 up
Charges for Mtg. Rms.: None if meals are served
Charges for Exhibit Areas: Depends on extent of space used
Net Exhibit Space: 4,500 sq. ft.
Audio-Visual Aids: PA system, screens, blackboards, spotlights
Stage: Available

In Memphis, It's The Claridge

Ideal location — serving the nation
Convenient to "everywhere"
8 airlines — 5 national highways
7 railroads — complete convention facilities to make your meeting the greatest.

Hotel Claridge
MEMPHIS
SCOTT J. STEWART
Managing Director

MEETING ROOMS FOR 10 TO 1,000
2 BLOCKS FROM CONVENTION HALL
100% AIR CONDITIONED
CLOSED CIRCUIT TV
PROJECTORS AND SCREENS
ROOMS NEWLY REFURBISHED
CONVENIENT GARAGING
FREE O'NITE PARKING

LOOKOUT MOUNTAIN

Airlines: Served through Chattanooga

Castle in The Clouds (HSMA)

See Advertisement, Page 193

(Phone: VErnon 1-1545)
Manager: Jack M. Slone
Convention Season: May thru September
Largest Group Accommodated: 350 (150 rooms available)
Convention Rates: Single: 18.50-24.50 per person; Double: 12.50-20.00 per person. American
No. Mtg. Rms. & Capacity of Largest: 5 (550)
No. Banquet Rms. & Capacity of Largest: 5 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Yes
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, tennis, swimming, archery, shuffleboard, putting greens, horseback riding, horseshoes, badminton
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

MEMPHIS

Railroads: C.R.I. & P.; Frisco; G.M. & O.; I.C.; L. & N.; Mo. Pac.; N.C. & St. L.; St. L.S.W.; So. Ry.; Union
Airlines: AAL, BNF, CAP, DAL, EAL, SOU, TTA

CONVENTION BUREAU

Memphis Convention Bureau
P.O. Box 224
James C. Wood, General Manager

AUDITORIUMS

Memphis Municipal Auditorium

Main and Poplar Sts. (Phone: JA 7-5443)
Manager: Chauncey Barbour
Exhibit Areas: 75,000 sq. ft.
Floor Load: 400 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Height: 68 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. by 18 ft.
Elevators and Capacities: Three, 3,000 lbs., one passenger, one stage lift, 4 escalators
Columns: None
Utilities: AC and DC current, water, gas, sewage
Loading Facilities: Railroad one block from building
Meeting Rooms and Capacities: 11, 80 to 200 persons; main floor, 2,000; balconies, 6,000
Facilities for Food Functions: Banquet for 18,000
Distance from Business District: Four blocks

Ellis Auditorium

74 Poplar Ave.
Managing Director: Chauncey Barbour
Exhibit Areas: Amphitheatre: 15,000 sq. ft.; West Hall: 12,122 sq. ft.; East Hall Mezzanine: 11,000 sq. ft.; East Hall Main Floor: 15,000 sq. ft.; East Hall Lower Level: 13,300 sq. ft.
Rental Fees: On application
Ventilation: Air conditioned
Ceiling Height: West Hall: 18 ft.; Amphitheatre: 90 ft.; East Hall Mezzanine: 18 ft.; East Hall Main Floor: 14 ft., 9 in.; East Hall Lower Level: 10 ft., 10 in.
PA System: All halls
Dimensions, Opening to Exhibit Hall: West Hall: 9 ft., 3 in. wide, 12 ft. high; North Hall: 10 ft., 8 in. wide, 14 ft. high; East Halls: 9 ft., 6 in. wide, 7 ft., 10 in. high

NOW!

we modestly
admit to the most
beautiful rooms in
the south. altogether
modern furnishings and
decor, with ideal
convention facilities,
professionally staffed, at

HOTEL...
FREE PARKING
DOWNTOWN
MEMPHIS, TENN.

Chisca

Elevators: Stage lift in North Hall from basement to stage level. One 10 ft., 2 in. wide by 23 ft. long serves all East Halls. Passenger elevator on south side serves three floors
Columns: None except in lower level of East Hall
Utilities: 110 and 220 current
Loading Facilities: Exhibit halls all handled at street level
Storage Areas: 3,456 sq. ft.
Meeting Rooms and Capacities: Two 20 ft. by 2 ft.; 23 dressing rooms; Concert Hall, capacity 2,500
Facilities for Food Functions: Yes
Parking Facilities: Good
Distance from Business District: Two blocks

Hotel Chisca

See Advertisement, Page 194

Main & Linden (Phone: JAckson 5-4661)
Manager: Walter V. Williams
Convention Season: All year
Largest Group Accommodated: 500 (380 rooms, 18 suites available)
Air Conditioning: Bedrooms, banquet & meeting rooms
Convention Rates: Single: 5.00-10.00; Double: 8.00-14.00; Suites: 18.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (1,200)
No. Banquet Rms.: 6
Liquor: Bottle only
Charges for Mtg. Rms.: No charge to large convention groups. Otherwise 5.00-35.00
Charges for Exhibit Areas: No charge to large convention groups. Otherwise 35.00-250.00
Net Exhibit Space: 15,000 sq. ft. on one floor. One room has unlimited current, steam, gas
Audio-Visual Aids: All projectors available, tape recorder, PA system, spotlights, closed-circuit TV
Stage: Yes
Sports Facilities: Tennis, swimming, fishing, duck hunting

Hotel Claridge (HSMA)

See Advertisement, Page 194

Main at Adams (Phone: JA 5-2511)
Manager: A. H. "Shorty" Addison
Sales Manager: Roy Moore
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 11.00; Double: 9.00-15.00; Suites: 16.00-75.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: By bottle only
Charges for Mtg. Rms.: 5.00 to 150.00
Charges for Exhibit Areas: 40.00 to 150.00
Net Exhibit Space: 7,000 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, all types of projectors, closed-circuit TV
Stage: Available
Sports Facilities: Golf

Hotel King Cotton (HSMA)

69 Jefferson Street (Phone: JA 6-5883; Teletype: ME 281 X)
Manager: Leon Ethridge
Sales Manager: Bill Lewelling
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.25-9.50; Double: 9.00-11.00; Suites: 31.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (850)
No. Banquet Rms. & Capacity of Largest: 8 (750)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Beer served only
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 13,647 sq. ft. not on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, blackboards
Stage: Available

Peabody Hotel (HSMA)

Union bet. 2nd & 3rd Sts. (Phone: JAckson 6-7766)
Manager: Tom J. McGinn
Sales Manager: William A. Hendricks
Convention Season: All year
Largest Group Accommodated: 625 (500 rooms 30 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 6.00-13.00; Double: 8.00 to 15.00; Suites: 21.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (1,000)
No. Banquet Rms. & Capacity of Largest: 14 (900)
No. Banquet Rms. & Capacity of Largest: 3 (60)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Package stores
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 38,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf, tennis, fishing, boating, swimming
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

NASHVILLE

Railroads: L. & N.; N.C. & St. L.; T.C.; N-F.
Airlines: AAL, BNF, EAL, OZA, TWA

Dinkler-Andrew Jackson Hotel (HSMA)

See Advertisement, Page 38

314 Sixth Avenue, N. (Phone: Alpin 5-2121)
Manager: Leon Womble
Sales Manager: Dorothy Baumgartner
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 8.50; Double: 7.00 to 10.50; Twins: 10.00 to 14.00; Suites: 14.00 to 25.00
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Liquor store
Charges for Mtg. Rms.: Nominal; none if meals are served
Charges for Exhibit Area: Yes
Net Exhibit Space: 5,564 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights, all types of film projectors
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hotel Hermitage (HSMA)

6th and Union (Phone: Alpine 6-2161; Telegraph: TWX NV180)
Manager: Richard R. Hall
Sales Manager: Mrs. Andrew H. Mizell
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 12.00; Double: 7.50 to 12.00; Suites: 15.00 to 40.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.25
Liquor: Not served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: Depends on extent of space, guest rooms utilized
Net Exhibit Space: 7,368 on one floor; about 50% included in meeting areas
Audio-Visual Aids: PA system, spotlights, 8mm, 16mm and slide projectors. Closed-circuit TV loop
Stage: Available

The Maxwell House

4th & Church St. (Phone: Alpine 5-2112)
Manager: Jesse Hursey
Convention Season: All year
Largest Group Accommodated: 150 (70 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 4.75; Double: from 7.00; Suites: 15.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.25
Liquor: Mixing bar in cocktail lounge
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screens, wired for closed-circuit TV
Stage: Available
Sports Facilities: Golf courses within three miles

Sam Davis Hotel (HSMA)

132 7th Ave. N. (Phone: AL 6-4673)
Manager: Russell Nichol
Convention Season: All year
Largest Group Accommodated: 500 (150 rooms available)
Air Conditioning: 100 bedrooms, banquet halls
Convention Rates: Single: 5.00 to 6.50; Double: 7.00 to 9.00
No. Mtg. Rms. & Capacity of Largest: 3 (75)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Package store in hotel
Charges for Mtg. Rms.: 10.00
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 1,000 sq. ft. included in meeting areas

TEXAS

AUSTIN

Railroads: S.P.; M.P.; M.K. & T.
Airlines: BNF, CAL, TTA

AUDITORIUM

Municipal Auditorium and Convention Center

S. First St. & Barton Springs Rd. (Phone: GReenwood 6-8311)
Manager: Francis W. Vickers
Exhibit Areas and Square Footage of Each: Main floor 45,000 sq. ft.; Basement area, 35,000 sq. ft.
Rental Fees and Services Included in Rent: From 270.00 for meetings to 600.00 for large exhibit shows. Services include all utilities, air-conditioning and heat.
Floor Load: 150 lbs. per sq. ft.
Ventilation: Air-conditioning
Ceiling Height: 18' to 60' **PA System:** Yes
Dimensions, Opening to Exhibit Hall: 14' by 14' double truck entrance to main floor and basement.
No. of Elevators and Capacities: One freight elevator
Columns, Locations and Dimensions: None on main floor, basement every 20'
Current and Utilities Available: 110, 220V, gas, water and drain every 20 ft. portable
Loading Facilities: Fork lift and 270' portable conveyor belts
Location, Size of Storage Areas: Basement, up to 35,000 sq. ft.
Number of Meeting Rooms and Capacities: 11 rooms, seating 75 to 475
Facilities for Food Functions: Catered banquet for 3,500 on main floor, 3,000 in basement
Parking Facilities: For 4,000 cars
Distance from Business District: 11 blocks

Commodore Perry Hotel

8th & Brazos Sts. (Phone: GR 6-6461)
Manager: J. Spencer Lloyd
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 36 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-12.00; Double: 8.00 to 15.00; Suites: 20.00 to 45.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms. None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: 8 ft. by 30 ft.
Sports Facilities: Swimming pool

Driskill Hotel

117 East 7th St. (Phone: GReenwood 63501) (Teletype AZ-35)
Manager: Bob Ross
Sales Manager: Willard Sauls
Convention Season: All year
Largest Group Accommodated: 288 (250 rooms, 33 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 7.50; Double: 7.50 to 12.50; Suites: 14.00 to 75.00
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 2.00 up
Liquor: Not served in hotel
Charges for Mtg. Rms.: None if headquarters
Audio-Visual Aids: PA system, spotlights, screens, tape recorder
Stage: Available

Stephen F. Austin Hotel

Congress at 7th St. (Phone: 64361)
Manager: John Powell

Sales Manager: Charles D. Parks
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 4.50; Double: 8.00-12.00; Suites: 15.00-22.50, European
No. Mtg. Rms. & Capacity of Largest: 5 (1,200)
No. Banquet Rms. & Capacity of Largest: 5 (900)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 2.00; Dinner: from 2.50
Liquor: Package store
Charges for Mtg. Rms.: None if convention head quarters
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

BANDERA

Railroads: So. Pac.; M.P.; M.K. & T.
Airlines: Served through San Antonio
Limousine and bus service from San Antonio

Flying L. Ranch

(Phone: SW 6-3721)
Manager: Mark A. Chism
Convention Season: All year
Largest Group Accommodated: 65 (32 rooms, 12 suites available)
Air Conditioning: 26 bedrooms, banquet and meeting rooms
Convention Rates: Single: 15.00-17.00; Double: 12.50, American
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms.: 1
Liquor: No. Guests may bring own
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,148 sq. ft. on one floor
Sports Facilities: Golf course four miles away, tennis

BEAUMONT

Railroads: So. Pac.; Mo. Pac.; G.C. & Santa Fe; K.C. So.
Airlines: DAL, EAL, TTA

Hotel Beaumont

Orleans at Fannin (Phone: Te 3-7411)
Manager: Robert C. Schieble
Sales Manager: Mary C. Leicht
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 12.00; Double: 7.00 to 12.00; Suites: 15.00 to 55.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: In private parties; no public bars
Charges for Mtg. Rms.: None
Net Exhibit Space: Cannot handle exhibits except in very small way
Audio-Visual Aids: PA system, spotlights, projectors available rental basis, movie screens, blackboards
Stage: Available

King Edward Hotel (HSMA)

Pearl & Wall Sts. (Phone: TE 3-8611)

Manager: Doug. Fontaine
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 6 suites available)
Air Conditioning: Banquet rooms, 200 bedrooms
Convention Rates: Single: 5.00-10.00; Double: 7.00-12.00; Suites: 15.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Package goods available
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 8 ft. screen
Stage: Yes
Sports Facilities: Golf, fishing, boating

BROWNWOOD

Railroads: G.C. & Santa Fe
Airlines: TTA

Hotel Brownwood

Fisk & Baker (Phone: 2656)
Manager: Douglas Kizer
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 4 suites available)
Convention Rates: Single: from 3.50; Double: from 5.00; Suites: from 11.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: .60 to 1.50; Lunch: from .75; Dinner: from 1.25
Liquor Not served in hotel
Air Conditioning: Banquet and meeting rooms 126 bedrooms
Net Exhibit Space: 7,800 sq. ft.
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Golf

CORPUS CHRISTI

Railroads: S.P.; M.P.; Texas-Mex.
Airlines: EAL, BNF, TTA

AUDITORIUM

Memorial Coliseum & Exposition Hall

Shoreline Drive (Phone: TUlip 4-8227)
Manager: Margery Brown
Exhibit Areas: Exposition Hall, 30,000; Coliseum Arena, 30,000; Coliseum Concourse, 15,000
Rental Fees and Services Included in Rent: Exposition Hall, $87.50 to $175; Coliseum $262.50 to $437.50 per day.
Ventilation: Air-conditioned
Ceiling Height: Exposition Hall, 11' 6"; Coliseum, 41' 6"
PA System: Yes
Dimensions, Opening to Exhibit Hall: 11' height, 24' width
Columns: Exposition Hall, 24' centers; Coliseum, no posts
Loading Facilities: Hydraulic lift
Meeting Rooms and Capacities: Three, up to 100 persons; Coliseum capacity, 6,500; Exposition Hall, 2,000
Facilities for Food Functions: Banquets up to 2,000
Parking Facilities: 1,200 cars
Distance from Business District: 2 miles

Mayflower Motor Hotel

1601 Shoreline Blvd. (Phone: TUlip 3-3520)

Manager: Harry Cole
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 100 suites available)
Air Conditioning: Yes
Convention Rates: Single: 7.50 to 10.00; Double: 9.00 to 20.00; Suites: 20.00
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Bottle club
Charges for Mtg. Rms.: 15.00
Charges for Exhibit Areas: None
Audio-Visual Aids: Film projector, PA system, spotlights
Sports Facilities: Swimming pool, fishing, boating

Princess Louise

100 N. Water St. (Phone: TU 4-5511)

Manager: Leslie H. Greer
Convention Season: All year
Largest Group Accommodated: 150 (60 rooms, 6 suites available)
Air Conditioning: Bedrooms
Convention Rates: Single: 4.00-7.00; Double: 5.00-9.00; Suites: 10.00-18.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 1.75
Liquor: Not served in hotel
Charges for Mtg. Rms.: Vary
Net Exhibit Space: 300 sq. ft. all on one floor
Sports Facilities: Water sports, swimming, boating, fishing, hunting

Robert Driscoll Hotel

Upper Broadway (Phone: TU 2-3331)

Manager: H. G. Morrison
Sales Manager: Wm. H. Furlong
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 15 suites available)
Air Conditioning: Banquet, meeting room, bedrooms
Convention Rates: Single: 7.00-16.50; Double: 9.00-19.50; Suites: 35.00-65.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 2.00; Lunch. 2.50; Dinner: 3.00
Liquor: Package store
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights. Projectors can be rented
Stage: Yes
Sports Facilities: Swimming, fishing, boating, hunting

Tally-Ho-Motor Hotel

3901 Highway 9 (Phone: TUlip 4-8885)
Manager: H. O. Wood
Convention Season: All year
Largest Group Accommodated: 275 (100 rooms, 5 suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 7.00 to 10.50; Double: 8.50 to 13.50; Suites: 14.50 to 28.00
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms. & Capacity of Largest: 1 (50)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Yes (package store)
Charges for Mtg. Rms.: 15.00 per day
Audio-Visual Aids: Slide projector, PA system, spotlights
Sports Facilities: Swimming pool

Trade Winds Motor Hotel

5901 Highway 9 (Phone: TUlip 3-9266)
Manager: Carl Hurlburt
Convention Season: Sept. through May
Largest Group Accommodated: 146 (101 rooms, 5 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00-8.50; Double: 9.00-12.50; Suites: 25.00-37.50
No. Mtg. Rms. & Capacity of Largest: 2 (75)
No. Banquet Rms. & Capacity of Largest: 2 (75)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Private parties only
Charges for Mtg. Rms.: 10.00 to 15.00
Charges for Exhibit Areas: 10.00 to 15.00
Net Exhibit Space: 1,500 sq. ft. all on one floor
Audio-Visual Aids: None
Stage: Yes
Sports Facilities: Swimming pool

DALLAS

Railroads: C.R.I. & P.; G.C. & S. Fe; M.K. & T.; D.C.; Frisco; T.E.; S.P.; L. & A.
Airlines: AAL, BNF, CEN, CAL, DAL, TTA

CONVENTION BUREAU

Convention and Visitors Bureau
1101 Commerce St.
Dick Ingram, Manager

AUDITORIUMS

Dallas Memorial Auditorium

717 S. Akard St. (Phone: Riverside 1-9711)
Manager: W. W. Vanderslice
Exhibit Areas: Main area, 51,750; Auxiliary area, 23,120
Rental Fees and Service Included in Rent: 25c per sq. ft. of net space used in booths for a four day show includes normal utility and janitor service
Floor Load: Arena, 150 lbs. per sq. ft.; basement, unlimited
Ventilation: Completely air conditioned
Ceiling Heights: 11' 8" to 12'
PA System: Yes
Dimensions, Opening to Exhibit Hall: 24' wide, 12' height
Elevator and Capacities: One service elevator
Current and Utilities Available: Two 110 and two 220 outlet load on each column plus others
Meeting Rooms and Capacities: 9 rooms (12,000)
Facilities for Food Functions: Catering only
Parking Facilities: 1,100 cars
Distance from Business District: 10 minutes by public transit

State Fair Park

See Advertisement, Page 197

P.O. Box 7755 (Phone: TAylor 3-9931)
Manager: James H. Stewart
Exhibit Areas: Total 342,300 sq. ft.; (1) 94,000; (2) 85,000; (3) 55,000; (4) 45,000; (5) 40,000; (6) 23,000
Rental Fees and Services: On request

Just ten minutes away from the heart of downtown Dallas is STATE FAIR PARK, the center of "show" business in the Southwest. With six modern exhibit buildings containing a total of 342,000 square feet of show space (90,000 of which are air conditioned) and three auditoriums with seating for 200 to 4,000, State Fair Park is the perfect "showcase" for any size meeting, show, or convention. In addition, State Fair Park provides free parking facilities for 12,000 cars. And all this is just ten minutes away from downtown Dallas . . . the center of industry, entertainment, and fashion in the Southwest.



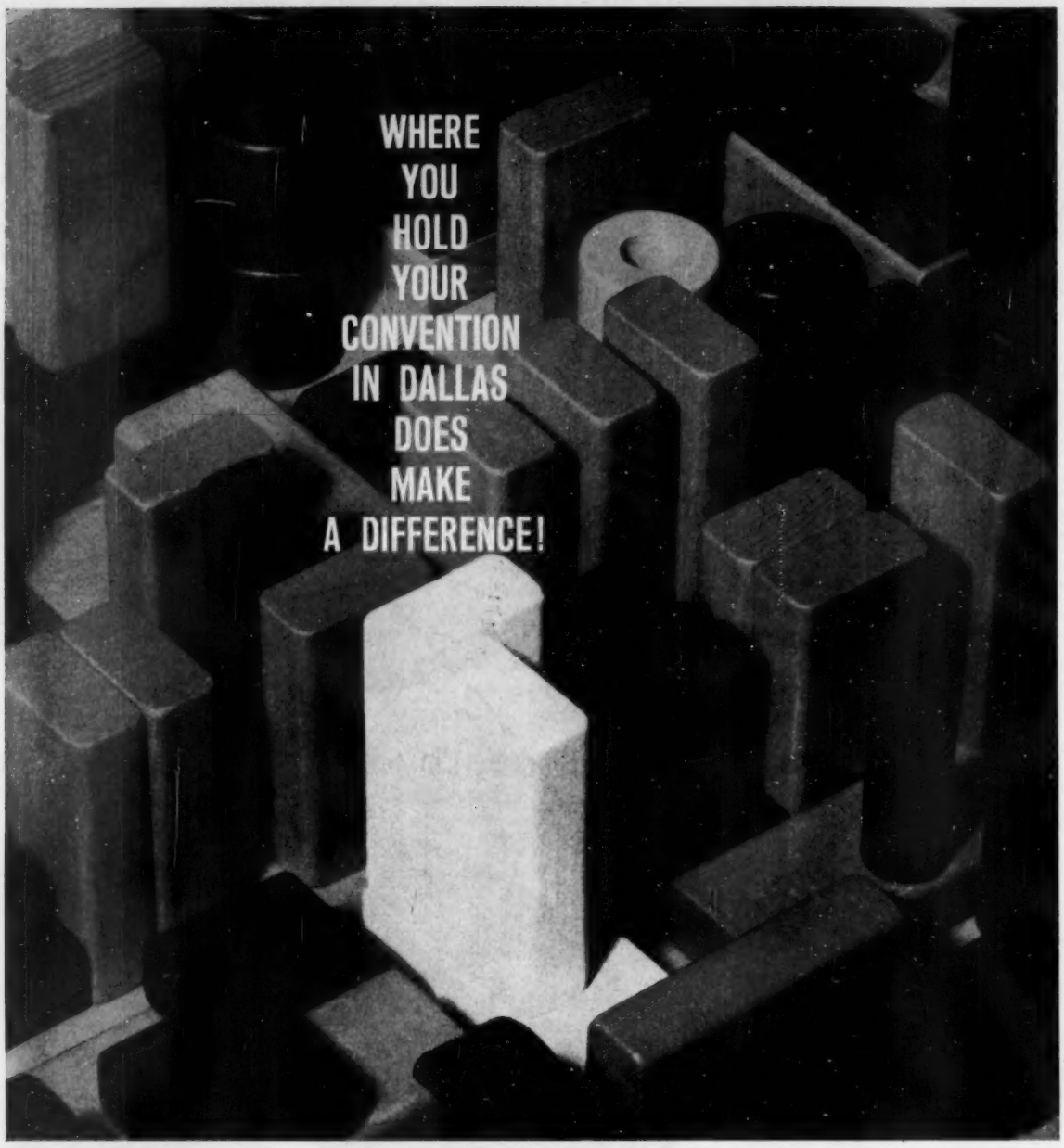
Need Space?... It's nearby at State Fair Park

State Fair Park is the Dallas "home" of such nationally-known shows and conventions as Southwestern Metal Exposition and Congress (American Society for Metals) • General Motors Motorama • Southwest Furniture Market • Southwest Automotive Exposition • Southwestern Mobile Homes Exposition • Southwest Sports, Boat & Vacation Show • Texas Cotton Ginners' Show and Convention • Dallas Home Show • Dallas Flower Show • Dallas Antiques Show



STATE FAIR PARK

For complete information, including rental rates, write Sales Department, State Fair Park, P. O. Box 7755, Dallas 26, Texas. Or, call TAylor 3-9931.



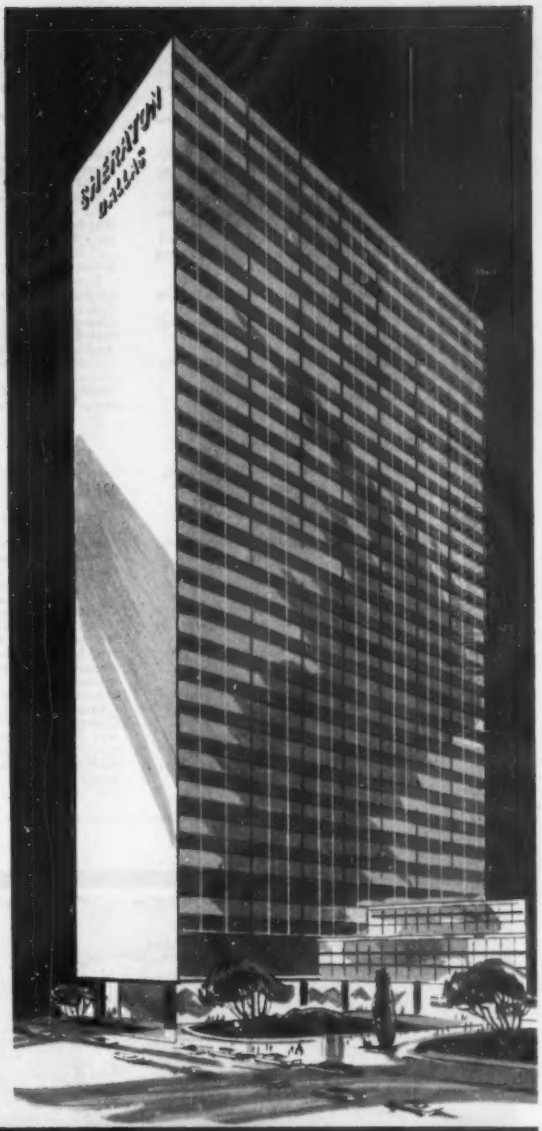
Many hotels offer pleasant guest rooms and comfortable meeting space but few can match the personal attention the Baker hotel gives their guests. This seemingly unimportant quality can't be pretended — it has to be real or it doesn't exist. At the Baker, guests are accorded the warmth and courtesy you extend to friends in your own home. This tradition has been a vital factor in the innumerable successful conventions held at the Baker. The best meetings are composed of happy delegates — which is a Baker specialty. For complete information contact the Convention Manager of the

Baker Hotel, Dallas

Completely air conditioned — 700 guest rooms and suites — Drive-in motor lobby — superb food — 11 meeting rooms all on one floor.

THE MOST MODERN FUNCTIONAL HOTEL IN THE SOUTHWEST...

Designed for Conventions in Dallas...



Hub of Industry and Finance

The new Sheraton-Dallas Hotel is planned and staffed to accommodate today's progressive businessman . . . for conventions, multiple-meetings and private groups. The Sheraton Plans Group promises you an integrated, smooth-running program, whatever your needs may be. Facilities vary in size from private function rooms for 10 people to the grand ballroom which will accommodate more than 2000.

This modern sheath of mosaic beauty also features the finest cuisine, prepared by world-famous chefs.

Discriminating businessmen have given their hearty approval to the Sheraton-Dallas . . . located in the heart of Southwestern finance and industry.

600 Rooms.....Free parking for registered guests



TYPICAL FUNCTION ROOMS provide privacy and luxurious furnishings for business meetings and parties.

LUXURY GUEST ROOMS have AM-FM clock radios, ice-making compartments and extra large closets . . . many have built-in TV.

THE GRAND BALLROOM—a grand ballroom in its fullest sense . . . seats more than 2000 at conventions . . . contains facilities for closed circuit TV.

the new Sheraton-Dallas **HOTEL**

LOCATED IN EXCLUSIVE SOUTHLAND CENTER...DALLAS

TEXAS
Dallas continued

Floor Load: Unlimited
Ceiling Height: Varies, 12 to 35 ft. PA System: Available
Ventilation: 95,000 sq. ft. air conditioned
Dimensions, Opening to Exhibit Hall: Truck entrance to all halls
Utilities: Complete service in all halls
Loading Facilities: Floor levels; railroad siding on grounds
Storage Areas: Ample
Meeting Rooms and Capacities: Flexible, three auditoriums available
Facilities for Food Function and Banquet Capacity: Can serve up to 5,000 at banquet
Parking Facilities: 12,000 cars, free
Distance from Business District: 10 minutes

Hotel Adolphus (HSMA)

See Advertisement, Page 200

Commerce & Akard Sts. (Phone: RI 7-6411)
Managing Director: H. H. (Andy) Anderson
Director of Sales: George H. Smith
Convention Season: All year
Largest Group Accommodated: 1,400 (800 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 11.00; Double: 8.00 to 14.00; Suites: 24.00 to 40.00
No. Mtg. Rms. & Capacity of Largest: 16 (1,250)
No. Banquet Rms. & Capacity of Largest: 17 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Private parties only
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: Vary
Net Exhibit Space: 14,540 on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Portable
Hotel Representative: Utell International (see pg. 29)

The Baker Hotel (HSMA)

See Advertisement, Page 198

Corner Commerce & Akard Sts. (Phone: RI 8-1471)
Manager: Raymond F. Hall
Sales Manager: Ligon Smith
Convention Season: All year
Largest Group Accommodated: 900 (350 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 11.00; Double: 7.50 to 11.50; Twin: 8.50-14.00; Suites: 23.00 up. (Special dormitory rates for large groups.) European
No. Mtg. Rms. & Capacity of Largest: 13 (1,200)
No. Banquet Rms. & Capacity of Largest: 13 (1,200)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.50
Liquor: Package store only
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV, screens
Stage: Portable (20'x30')
Sports Facilities: Golf within 4 miles
Hotel Representative: Utell International (see pg. 29)

Hotel Dallas

312 S. Houston (Phone: Riverside 2-6101; Teletype: DL-1089)
Manager: Peyton A. Enloe
Convention Season: All year
Largest Group Accommodated: 900 (350 rooms, 5 suites available)
Air Conditioning: 264 bedrooms, banquet halls
Convention Rates: Single: 5.00-8.00; Double: 6.00-12.50; Suites: 16.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (550)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Package store
Charges for Mtg. Rms.: 10.00 to 150.00
Charges for Exhibit Areas: 10.00-150.00
Net Exhibit Space: 8,000 sq. ft. not on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights
Stage: Portable

Sheraton-Dallas (HSMA)

See Advertisement, Page 199

1416 Commerce St. (Phone: Riverside 1-5422)
Manager: Randall Davis
Sales Manager: Ray Dieterich
Convention Season: All year
Largest Group Accommodated: 860 (400 rooms, 27 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.50-12.50; Double: 13.00-17.00; Suite: 16.50-100.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (2,522)
No. Banquet Rms. & Capacity of Largest: 15 (1,870)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.50
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: Only for commercial exhibits
Net Exhibit Space: 27,000 sq. ft. on one floor
Audio-Visual Aids: Screens, PA system, spotlights
Stage: Yes (40'x20'x2')
Sports Facilities: Golf, horseback riding, tennis, swimming, baseball, football

The Statler Hilton (HSMA)

See Advertisement, Page 33

1900 Commerce St.
Gen. Manager: Joseph A. Harper
Sales Manager: William J. Utnik
Convention Season: All year
Largest Group Accommodated: 2,000 (600 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 13.00; Double: 10.00-18.00; Suites: 20.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 31 (2,100)
No. Banquet Rms. & Capacity of Largest: 11 (1,500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Net Exhibit Space: 30,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 50 ft. long, 25 ft. deep

Stoneleigh Hotel (HSMA)

2927 Maple Ave. (Phone: Riverside 2-8451; Telegraph FTV 14)



FRED BROWN, *Director of Sales*
GEORGE H. SMITH, *Sales Manager*

Outstanding Convention Address in the Southwest

HOTEL ADOLPHUS

Summary of Convention and Meeting Facilities

ROOM	FLOOR	SEATING	DINING	SIZE SQ. FT.
Grand Ballroom*	Lobby	1,350	1,000	8,030
Regency Room*	Lobby	1,000	800	6,510
Roof Garden	15th	500	400	3,374
Cactus Room	21st	300	200	2,640
Danish Room	15th	200	175	1,500
North Room	15th	100	80	900
French Room	Lobby	175	135	2,000
Press Room	7th	150	120	2,100
Directors Room	7th	45	30	700
Parlor A	Mezzanine	150	135	1,290
Parlor B	Mezzanine	40	30	378
Parlor C	Mezzanine	50	40	627
Parlor D	Mezzanine	110	90	957
Parlor E	Mezzanine	25	20	288
Parlor F	Mezzanine	30	25	385
Parlor G	Mezzanine	75	65	682

**Connecting*

Auto Lift: Via Ramp. Blackboards: Portable. Lecterns: Table and Standing types. Complete range of sound and projection equipment, including public address systems.

HOTEL ADOLPHUS

H. H. "ANDY" ANDERSON, *Managing Director* Dallas 1, Texas

Completely Air Conditioned • *Connecting Garage for 600 Cars* • *TWX DL 511* • *Phone RIverside 7-6411*

Manager: Helen McGibney
Sales Manager: Frank Harris
Convention Season: All year
Largest Group Accommodated: 175 (80 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 9.00; Double: 9.00 to 11.00; Suites: 15.00 to 38.00
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 4 (150)
Group Meal Rates: Breakfast: 1.85; Lunch: 2.25; Dinner: 3.50
Liquor: Package store only
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: Spotlights, screens, projectors on rental basis
Stage: Available
Sports Facilities: Swimming pool, May 1 to Nov. 1

EL PASO

Railroads: So. Pac.; M.N.W.; S. Fe; Nat. of M.; T. & P.
Airlines: AAL, CAL, TTA

AUDITORIUM

El Paso Coliseum

Boone Ave. & Paisano Drive (Phone: KEystone 2-9951, Ext. 447)
Manager: Lowell S. Stevenson
Exhibit Areas: 18,920 sq. ft.
Rental Fees and Services: $240 — $150. Equipment rentals and services are over and above rent
Floor Load: Unlimited
Ventilation: Fans
Dimensions, Opening to Exhibit Hall: Door 13 ft. high x 20 ft. wide
Columns: None
Utilities: 110 and 220 current, water, gas
Storage Areas: 280 ft. x 300 ft. building
Meeting Rooms: None
Facilities for Food Function and Banquet Capacity: Cafeteria, 1,800
Parking Facilities: 2,500 cars
Distance from Business District: Two miles

Hotel Cortez

Mills & Mesa (Phone: KE 3-2681; Teletype: EP 76)
Manager: Jack Gregory
Convention Season: All year
Largest Group Accommodated: 1,000 (300 rooms, 11 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.50; Double: 7.00 to 12.50; Suites: 20.00 to 28.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Packaged goods sold
Charges for Mtg. Rms.: None if headquarters for convention
Charges for Exhibit Areas: None if headquarters for convention
Net Exhibit Space: 10,000 on one floor, included in meeting areas
Audio-Visual Aids: PA system
Stage: Available

Hilton Hotel

See Advertisement, Page 33

Mills & Oregon (Phone: Keyston 25661; Telegraph: EP 80)
Manager: James E. Murphy
Sales Manager: Fritz Ehrl
Convention Season: All year
Largest Group Accommodated: (175 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 9.50; Double: 9.00 to 11.50; Suites: 19.00 to 25.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (900)
No. Banquet Rms.: 5
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: In package store only
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, horseback riding

FORT WORTH

Railroads: Ft. W. & D.C.; Frisco Sys.; G.C. & S. Fe; M.K. & T.; St. L. So. W.; T. & P.; M.P.; S.P.; C.R.I. & P.
Airlines: AAL, BNF, CEN, CAL, DAL, TTA

AUDITORIUM

Will Rogers Memorial Buildings

3401 W. Lancaster (ED 2-7241,—Ext. 201-2)
Manager: Emmett N. Race
Exhibit Areas: Coliseum, 29,000 sq. ft.; 6 exhibit buildings, 161,000 sq. ft.; One Commercial Exhibit Bldg. 206 ft. by 378 ft.
Rental Fees and Services: Coliseum, $350 per day; Auditorium, $250; exhibit buildings, $200. Rental includes normal heat and light
Floor Load: 200 lbs. per sq. ft. **Ventilation:** Auditorium air conditioned
Ceiling Height: Coliseum, 92 ft.; exhibit buildings, 16 ft.
PA System: In Coliseum, Auditorium and Pioneer Palace
Dimensions, Opening to Exhibit Hall: Four 8' x 12'; one 16' x 12'; one 14' x 13'; eight 6' x 8'
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Ramps, railroad siding on grounds
Storage Areas: Adjacent to buildings, 30,000 sq. ft.
Meeting Rooms and Capacities: Auditorium, 2,993; Coliseum, 6,467; Pioneer Palace, 800 temporary seats
Facilities for Food Functions: Can serve up to 3,000 for banquet
Parking Facilities: 4,000 cars
Distance for Business District: Two and half miles

Hotel Texas (HSMA)

815 Main Street (Phone: ED 2-3151)
Manager: Liston W. Slack
Sales Manager: Kay Doty
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms, 20 suites available)
Air Conditioning: Banquet halls, bedrooms
Convention Rates: Single: 5.00 to 12.50; Double. 7.50 to 16.00; Suites: 20.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 17 (1,100)
No. Banquet Rms. & Capacity of Largest: 17 (1,100)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 6,200 sq. ft.
Audio-Visual Aids: Easels, screen, PA system, spotlights
Stage: Yes

Westbrook Hotel (HSMA)

Main to Houston at 4th (Phone: ED 5-3431)
Manager: Geo. W. Putnam
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 3.00 to 6.00; Double: 4.50 to 8.00; Suites: 10.00 to 16.00
No. Mtg. Rms. & Capacity of Largest: 3 (80)
No. Banquet Rms. & Capacity of Largest: 3 (80)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00 a day
Charges for Exhibit Areas: 10.00 a day
Net Exhibit Space: 2,000 sq. ft. on one floor

Western Hills Hotel (HSMA)

6451 Camp Bowie (Phone: PE 76644)
Manager: A. N. Carvajal
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50 to 11.50; Double: 9.75 to 14.25; Suites: 30.00 to 40.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 3 (75)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 1.85; Dinner: from 2.75
Liquor: Not served in hotel
Charges for Mtg. Rms.: 30.00
Audio-Visual Aids: PA system, spotlights
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

GALVESTON

Railroads: So. Pac.; G.H. & H.; G.C. & S. Fe; M.K. & T.; M.P.; B.R.I.
Airlines: TTA

CONVENTION BUREAU

Galveston Convention, Tourist & Publicity Bureau, Inc.
Buccaneer Hotel
Frank A. Widmann, Manager

AUDITORIUMS

Galveston Pleasure Pier

25th and Seawall Blvd. (Phone: SO 5-7559)
Gen. Manager: Howard Robbins
Exhibit Areas: Exhibit Hall, 36,000 sq. ft.; Marine Room, 10,800 sq. ft.
Rental Fees and Services: Marine Room, 210.00, includes sound and air conditioning, insurance, police; Exhibit Hall, 150.00 alone or 100.00 with use of Marine Room
Floor Load: 400 lbs. per sq. ft. **Ventilation:** Marine Room, air conditioned; Exhibit Hall, forced draft
Ceiling Height: 35 ft. and 26 ft. **PA System:** in each room
Dimensions, Opening to Exhibit Hall: One, 20 by 16 ft.; eight, 10 by 12 ft.; door post removal for entry of cars in Marine Room
Columns: None
Utilities: All combinations and phases of power
Loading Facilities: Ramp and loading dock
Storage Areas: 3,200 sq. ft. adjacent to exhibit area
Meeting Rooms and Capacities: Four rooms, 75 each; two rooms, 300 each; Marine Room, 3,000; plus partitioned Exhibit Hall
Facilities for Food Functions: Can serve banquet up to 1,500
Parking Facilities: Unlimited parking on Blvd. adjacent to Pier
Distance from Business District: Two blocks from major hotels

Moody Convention Center

21st & 22nd Streets & Boulevard (Phone: 2-9608)
Manager: Irving Ducoff
Exhibit Areas: Area A Exhibit Hall, 15,250 sq. ft.; Area B Exhibit Hall, 15,750 sq. ft.; A & B can be combined
Rental Fees and Service: Area A, $250. per day; Area B, $250 per day; combined $450. Give day to set up and one day to tear down. Lights, water, gas furnished and air conditioned
Floor Load: 4000 lbs. to sq. in.
Ventilation: Air conditioned
Ceiling Height: 14 ft. 6 in.
PA System: Yes
Dimensions, Opening to Exhibit Hall: Three entrances; back entrance for pick-up trucks, 10 ft. high, 10' 6" wide
No. of Elevators and Capacities: Street level, 3 escalators, 1 elevator 5,000 lbs.
Columns, Locations and Dimensions: 26 ft.—1 ft. sq.
Current and Utilities Available: Electricity, 110-220-440; gas and water
Locations, Size of Storage Areas: 3 locations joining exhibit space (A, 22 x 40; B, 14 x 45; C, 30 x 34
Number of Meeting Rooms and Capacities: Six small, two large (six smalls: A—60 people, B—50 people, C—50 people, D—150 people, E—120 people, F—120 people; Convention Hall A seats 1,700. Convention Hall B seats 1,400 and a foyer between seats 400. Stage 50 x 90, 52 wires for shows
Facilities for Food Functions: Kitchen built in, banquet for 2,200
Parking Facilities: Parking lots
Distance from Business District: 24 blocks from business district

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Buccaneer Hotel

Tremont & Blvd. (Phone: 55561)
Manager: Chris Gent
Sales Manager: Jake Webster
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50 to 8.00; Double: 7.00 to 12.00; Suites: 16.00 to 30.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
Liquor: Package goods & temporary membership in private club
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 on one floor, additional area
Audio-Visual Aids: PA system, spotlights, 16mm projectors
Stage: Available
Sports Facilities: Golf, fishing, swimming pool
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

TEXAS

Houston continued

Hotel Galvez (HSMA)

21st & Beach Blvd. (Phone: SO 5-7721)
Manager: Doyle Graham
Sales Manager: Jake Webster
Convention Season: All year
Largest Group Accommodated: 600 (260 rooms, 22 suites available)
Air Conditioning: Entire hotel
Convention Rates: Winter—Single: 4.50 to 11.00; Double: 6.50 to 13.50; Suites: 15.00 to 50.00. Summer—Single: 5.50 to 12.00; Double: 9.50 to 13.50; Suite: 20.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (700)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Package store
Audio-Visual Aids: PA system, 16mm projectors, spotlights
Stage: Available
Sports Facilities: Pool, beach
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Jack Tar Hotel (HSMA)

4th & Blvd. (Phone: SOuthfield 3-4354)
Manager: Charles A. Jobes
Sales Manager: Jes Torben
Convention Season: All year
Largest Group Accommodated: 400
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 15.00; Double: 8.00 to 20.00; Suites: 15.00 to 22.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 7,088 on one floor, part included in meeting areas
Audio-Visual Aids: PA system, spotlights, 16mm projector, screen, slide projector
Stage: Available
Sports Facilities: Shuffleboard, swimming in pool or gulf, golf, deep sea fishing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Jean Lafitte Hotel

Moody Ave. and Church (Phone: 3-4301)
Manager: Austin Frame
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 7.00; Double: 7.50 to 10.00; Suites: 15.00 to 28.50. European
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 3 (100)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: from 10.00
Net Exhibit Space: On one floor
Audio-Visual Aids: PA system
Sports Facilities: Swimming, fishing, bowling, boating golfing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Seahorse Hotel

3400 Boulevard (Phone: 3-2433)
Manager: John W. McCann
Convention Season: Sept. through May
Largest Group Accommodated: 250 (100 rooms, 17 suites available)
Air Conditioning, Banquet halls, meeting rooms, all bedrooms
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 13.00; Suites: 20.00 to 27.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor. Bottle only
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system
Sports Facilities: Swimming pool

HOUSTON

Railroads: So. Pac.; G.H. & H.; B.R.I.; M.P.-G.C. & St. Fe: M. K. & T.; H.B. & T.
Airlines: AAL, BNF, CAL, DAL, EAL, KLM, NAL, PAA, TTA

CONVENTION BUREAU
Houston Convention Department
Tennessee Bldg .(1)
W. J. Jones, Manager

AUDITORIUM

Sam Houston Coliseum

Civic Center (CApitol 2-9351) Ext 561
Manager: Frances R. Deering
Exhibit Areas: Coliseum, 51,000 sq. ft.; Exposition Bldg., 83,000 sq. ft.; Auditorium, 11,000 sq. ft.
Rental Fees and Services: Coliseum, 650.00, Exposition Bldg., 400.00; Auditorium, 250.00. Rent includes janitor service, house electrician and engineer
Floor Load: Unlimited
Ventilation: Coliseum air conditioned. Exposition Bldg. air conditioned
Ceiling Height: Coliseum 50 ft.; Exposition Bldg., 14 ft.; Auditorium, 50 ft.
PA System: Coliseum and Exposition Bldg., $25 per day plus operator, 12.00 each four hours; Auditorium, 18.00 each four hours
Dimensions, Opening to Exhibit Hall: Coliseum, 15 ft. wide by 16 ft. high; Exposition Bldg, 20 ft. wide by 11 ft. high
Columns: Sides of Coliseum and throughout Exposition Bldg., 25 ft. centers
Loading Facilities: Unlimited
Storage Areas: Annex basement, 50,000 sq. ft.
Meeting Rooms and Capacities: Six small committee rooms, 25 to 200; Music Hall (adjoining Coliseum), 3,044 seats. Coliseum, 13,000
Facilities for Food Functions: Facilities for banquets up to 3,000
Parking Facilities: Lots adjoining Coliseum, 1,500 cars
Distance from Business District: Four blocks

Rice Hotel (HSMA)

Main and Texas (Phone: Capitol 7-2111)
Resident Manager: Max E. Peck
Sales Manager: Sid Hopkins
Convention Season: All year
Largest Group Accommodated: 1,400 (600 rooms, 100 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-13.50; Double: 9.50-14.00; Suites: 20.00-35.00 for one person. European
No. Mtg. Rms. & Capacity of Largest: 20 (1,600)
No. Banquet Rms.: 20
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Variable
Net Exhibit Space: 33,000 on one floor, including in meeting areas.
Audio-Visual Aids: PA system, spotlights, slide projectors, 16mm sound projector, tape recorder, hi-fi turn table
Stage: Yes
Hotel Representative: Utell International (see pg. 29)

Shamrock Hilton Hotel (HSMA)

See Advertisement, Page 33

Main & Holcomb Blvd. (Phone: Madison 3-9211)
Manager: Porter P. Parris
Sales Manager: Clifford Ewens
Convention Season: All year
Largest Group Accommodated: 800 (450 rooms, 55 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00 to 12.00; Double: 10.00 to 16.00; Suites: 25.00 to 70.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (1,400)
No. Banquet Rms. & Capacity of Largest: 13 (1,000)
Group Meal Rates: Breakfast: 200; Lunch: 300; Dinner: 500
Liquor: Only in private function rooms
Charges for Mtg. Rms.: None
Net Exhibit Space: 35,000 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights, screens, blackout switches
Stage: Available
Sports Facilities: Pool, tennis courts

LAREDO

Railroads: M.P.; Nat. of Mex.; T.M.
Airlines: CMA, TTA

Hamilton Hotel

815 Salinas (Phone: 3-7421)
Manager: C. W. Points
Convention Season: All year, except Feb. 20-22, Nov. 1-6
Largest Group Accommodated: 250 (125 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.00 to 7.00; Double: 6.00 to 10.00; Suites: 20.00 to 30.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Wine and beer
Charges for Mtg. Rms.: 10.00
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Plaza Hotel

904 Hidalgo Street (Phone: 3-4311) (Teletype: 238)
Manager: Bud G'Sell
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.00 to 10.50; Double: 6.00 to 10.51; Suites: 16.50 to 19.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (130)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served by the bottle
Charges for Mtg. Rms.: 20.00
Charges for Exhibit Areas: 6.50
Net Exhibit Space: 1,100 feet on one floor, additional area
Audio-Visual Aids: PA system
Stage: Available

LUBBOCK

Railroads: Ft. W. & D. C.; S. Fe.
Airlines: BNF, CAL, CEN

AUDITORIUMS

Fair Park Coliseum

P. O. Box 561 (Phone: PO 3-4666)
Manager: A. B. Davis
Exhibit Areas: 10,000 sq. ft.
Services Included in Rent: For commercial use: $200 per day plus 15% of gross daily ticket sales above $1,333, plus $25 clean-up charges
Floor Load: Unlimited
Ventilation: Evaporative cooling
Ceiling Height: 34 ft., 5 inches
PA System: Yes
Dimensions, Opening to Exhibit Hall: 10 ft. by 10 ft.; 10 ft. by 12 ft.
Columns: Three 10" x 10" columns on either side of arena
Utilities: Electricity, water, gas
Facilities for Food Functions: Banquet for 900
Parking Facilities: Available
Distance from Business District: Seven blocks

Municipal Auditorium-Coliseum

c/o City Hall (Phone: PO 3-4080)
Manager: David T. Blackburn
Exhibit Areas: Arena floor (Coliseum) 20,000 sq. ft.; Concourse (Coliseum) 22,050 sq. ft.
Ceiling Height: Auditorium, 65 ft., Coliseum, 85 ft.
Ventilation: Auditorium, air-conditioned, Coliseum, blowers
Dimensions, Opening to Exhibit Hall: 48 ft. stage opening, two truck entrances
Columns: None
Utilities: AC and DC current, water
Loading Facilities: Truck entrances to Coliseum
Storage Areas: Limited
Meeting Rooms and Capacities: 3 rooms for 200
Facilities for Food Functions: Banquet for 2,000
Parking Facilities: Lot for 2,000 cars adjacent
Distance from Business District: Two miles

Hotel Lubbock

1204 Broadway (Phone: PO 5-9331; Teletype: LU 8108)
Manager: Harold W. Flynn
Sales Manager: Mack Farnsworth
Convention Season: All year
Largest Group Accommodated: 350 (175 rooms, 9 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50 to 8.50; Double: 6.50-10.50; Suites 15.00 to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (225)
Group Meal Rates: Breakfast: 100; Lunch: 1.50; Dinner: 2.00
Liquor: May be brought to hotel
Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor, included in meeting area
Audio-Visual Aids: PA system, blackboards, screen

MINERAL WELLS

Railroads: Texas & Pacific

Baker Hotel (HSMA)

(Phone: FAirfax 5-3331)
Sales Manager: R. J. "Skeet" Walton
Convention Season: All year
Largest Group Accommodated: 700 (450 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 12.00; Double: 8.00 to 15.00; Suites: 15.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 13 (1,000)
No. Banquet Rms. & Capacity of Largest: 13 (800)
Liquor: Only beer served; guests furnish own liquor
Charges for Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, screens
Stage: Available

SAN ANGELO

Railroads: Santa Fe
Airlines: CAL, TTA

Hotel Cactus

Oakes at Twohig (Phone: 6921)
Manager: W. O. Stewart
Sales Manager: Walter C. Miller
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms and 2 suites available)
Convention Rates: Single: from 4.00; Double: from 6.00; Suites: 13.00
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Swimming, fishing, golf

SAN ANTONIO

Railroads: So. Pac.; M.P.; M.K. & T.
Airlines: AAL, BNF, CAL, EAL, TTA

CONVENTION BUREAU
San Antonio Chamber of Commerce
Navarro & Market Sts.
Harold Robbins, Convention Manager

AUDITORIUMS

Joe Freeman Coliseum

3201 E. Houston St. (Phone: CA 4-6080)
Manager: E. W. Bickett
Exhibit Areas: Inside area: 29,891 sq. ft.; Concourse: 12,600 sq. ft.; Under roof exclusive of livestock area: 338,000 sq. ft.; Outside area: 332,000 sq. ft.
Rental Fees and Services: 850.00 per day plus utility charges based on meter flow
Floor Load: 500 lbs. per sq. ft.
Ventilation: Forced air
Ceiling Height: 90 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: Will accommodate tractor-semi tractor
Current and Utilities Available: Water, gas, electricity—110, 220, 440 volt
Loading Facilities: Yes
Railroad Sidings: Yes—Exposition Texas
Storage Areas: Yes
Number of Meeting Rooms and Capacities: 10 (200)
Facilities to Handle Food Functions: Banquet for 4,000
Parking Facilities: 3,000 cars
Distance from Business District: 4 miles

Municipal Auditorium

100 Auditorium Circle (CA 4-4522)
Manager: S. Wolf
Exhibit Areas: 20,000 sq. ft. in basement
Rental Fees and Services: Main Auditorium, $250 per day; basement, $100
Ventilation: Air conditioned
Ceiling Height: 70 ft. **PA System:** Throughout
Dimensions, Opening to Exhibit Hall: 10 ft.
Columns: 20 columns in basement, 18 in. by 18 in.
Utilities: Electricity, gas, water
Loading Facilities: Stage doors, basement ramps
Storage Areas.: Back of building
Meeting Rooms and Capacities: Two rooms, 250 capacity $10 per morning, $15 per evening
Facilities for Food Functions: Handled by concessionaire
Parking Facilities: 500 cars
Distance from Business District: In business district

Villita Assembly Building

401 Villita St. (Phone: CA 2-0252)
Manager: O. K. Jackson
Exhibit Areas: Basement: 12,800 sq. ft.; Main floor: 12,667 sq. ft.
Rental Fees and Services: 250.00 first day, 200.00 second day, 150.00 after. 75.00 moving in and out charge. Includes building utilities. Metered charges on extras
Floor Load: 100 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Height: Main floor: 17 to 29 ft.; lower floor: 11 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 8 ft. high, 9 ft. wide
No. of Elevators and Capacities: One, 4,500 lbs. (10'x12'x7')
Columns, Location and Dimensions: Lower floor only. Request plans
Current and Utilities Available: Hot and cold water, gas, 115-208 volts. Sewer drains both floors. Additional power available
Loading Facilities: Driveway into building, loading dock
Location, Size of Storage Areas: Raceways in basement, 1,872 sq. ft.
Number of Meeting Rooms and Capacities: 6 (2,000 theater style)
Facilities to Handle Food Functions: Banquet for 1,300
Parking Facilities: 4 adjacent parking lots
Distance from Business District: Downtown

Gunter Hotel

205 E. Houston Street (Phone: CApitol 7-3241)



Added Attractions That Will Build Added Attendance

San Antonio has everything needed to make your convention, sales meeting or trade show a huge success.

Last year 197 meetings were held here with an attendance exceeding 94,250. Many of these groups have selected San Antonio consistently year-after-year.

HOTELS are unexcelled and can provide 2400 air conditioned rooms. Some of the finest motels in the nation located here offer hundreds of additional rooms.

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Trained personnel will work with you to make your meeting an outstanding success regardless of its size. Get the facts today.

MUNICIPAL INFORMATION BUREAU, CONVENTIONS DEPARTMENT
153G Navarro St. • San Antonio, Texas

TEXAS

San Antonio continued

Manager: Omer Elliott
Sales Manager: Bob Jutson
Convention Season: All year
Largest Group Accommodated: 650 (300 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 10.0; Double: 7.50 to 16.00; Suites: 20.00 to 65.00
No. Mtg. Rms. & Capacity of Largest: 11 (950)
No. Banquet Rms. & Capacity of Largest: 11 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.50
Liquor: Available for private parties
Charges for Mtg. Rms.: None to convention groups or when food served
Charges for Exhibit Areas: 30.00 per booth 8' x 10'
Net Exhibit Space: 10,358 on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, screens, blackboards, bulletin boards, all types of projectors on rental basis
Stage: Available

Hilton Hotel (HSMA)

See Advertisement, Page 33

309 S. St. Mary's Street (Phone: Capitol 6-3271; Teletype: SA-36)
Manager: Tom L. Powell
Sales Manager: Gerald I. Jacobs
Convention Season: All year
Largest Group Accommodated: 1,000 (425 rooms, 55 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 9.00; Double: 8.00 to 14.00; Suites: 22.00 to 35.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (2,500)
No. Banquet Rms. & Capacity of Largest: 12 (1,500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Bottles and cocktail parties
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 15.00 per exhibit for duration of convention
Net Exhibit Space: 25,000 sq. ft. on two levels, additional area
Audio-Visual Aids: PA system, spotlights, closed-circuit TV, projectors available on rental basis
Stage: Available
Sports Facilities: Two swimming pools

Menger Hotel

Alamo Plaza (Phone: Capital 34361)
Manager: Ernst V. Kunz
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50 to 8.50; Double: 8.50 to 12.00; Suites: 16.00 to 30.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Must bring own bottles
Charges for Mtg. Rms.: 10.00 to 100.00
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

St. Anthony Hotel

Manager: Jack Hamilton
Sales Manager: Don Haynes
Convention Season: All year
Largest Group Accommodated: 375 (150 rooms, 20 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 6.50-9.00; Double: 8.50-11.50; Suites: 20.00-44.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms.: 9
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Package store
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes

WACO

Railroads: M.P.; So. Pac.; T. El.; M.K. & T.; St. L.S.W.
Airlines: BNF, CAL

AUDITORIUM

Heart O' Texas Coliseum

Bosque Blvd. & Lake Air Dr. (Phone: PLaza 2-6551)
Manager: Leon B. Dollens, Jr.
Exhibit Areas: Total 100,000 sq. ft.; Main Arena, 46,000 sq. ft.; East Concourse, 12,000 sq. ft.; West Concourse, 12,000 sq. ft.; Annex, 6,500 sq. ft.; Exhibits Building, 24,000 sq. ft.
Rental Fees and Services: $300 per day, services extra
Floor Load: Unlimited Ventilation: Mechanical
Ceiling Height: 70 ft. to 96 ft.
PA System: Excellent
Dimensions, Opening to Exhibit Hall: 16 ft. by 16 ft.; 12 ft. by 12 ft.
Columns: None
Utilities: Natural gas, water available; current up to 440 3-phase
Loading Facilities: Ramps
Storage Areas: 26,503 sq. ft.
Meeting Rooms and Capacities: Three, 25 to 11,000
Facilities for Food Function and Banquet Capacity: Can handle banquets up to 4,000
Parking Facilities: Free parking for 15,000 cars adjacent to building
Distance from Business District: Four miles from heart of city

Roosevelt Hotel

Austin at 4th St. (Phone: Plaza 4-1411)
Manager: Joe Hahn
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 7 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 3.75-9.50; Double: 6.25-12.00; Suites: 17.50-33.50, European
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: from 7.50
Charges for Exhibit Areas: from 7.50
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboard, easel, screen

UTAH

OGDEN

Railroads: Bamb. RR. Co.; So. Pac.; U. Pac.; D. & R.G.W.
Airlines: WCA

Ben Lomond Hotel

411-25th St. (Phone: EXport 4-5761)
Manager: Campbell Eccles
Sales Manager: Leon Taylor
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms, 6 suites available)
Air Conditioning: 21 bedrooms, banquet halls
Convention Rates: Single: 5.50-9.50; Double: 7.00-11.00; Suites: 14.00-18.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 6 (365)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Beer and setups only
Charges for Mtg. Rms.: 5.00 to 25.00
Charges for Exhibit Areas: 5.00 to 25.00
Net Exhibit Space: 1,500 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Horseback riding, golf, skiing

SALT LAKE CITY

Railroads: D. & R.G.W.; S.L.G. & W.; U.P.; W.P.; Bamb. R.R. Co.
Airlines: BAL, BNF, FAL, UAL, WAL, WCA

CONVENTION BUREAU

Convention Bureau
P.O. Box 329
William D. Backman, Manager

Newhouse Hotel (HSMA)

See Advertisement, Page 56

4th South & Main Sts. (Phone: DAvis 8-8366)
Manager: C. W. Gaskell
Sales Manager: Miss Irene C. Sweeney
Convention Season: All year
Largest Group Accommodated: 425 (200 rooms, 13 suites available
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-15.00; Double: 8.50-18.00; Suites: 22.00-37.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms.: 10
Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.75
Liquor: Set ups only
Charges for Mtg. Rms.: 10.00 to 50.00
Charges for Exhibit Areas: 20.00 to 75.00
Net Exhibit Space: 15,000 on more than one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available

Hotel Utah & Motor Lodge (HSMA)

Main at S. Temple (Phone: DAvis 8-9114)
Manager: Max Carpenter
Sales Manager: Don Utley
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 8.00-15.00; Double: 10.00-18.00; Suites: 25.00-35.00
No. Mtg. Rms. & Capacity of Largest: 22 (1,500)
No. Banquet Rms. 22
Group Meal Rates: Breakfast: from 1.75; Lunch: from 2.25; Dinner: 3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00-150.00; none if food is served
Net Exhibit Space: 23,740 sq. ft. in Motor Lodge
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Bowling, swimming

VERMONT

BURLINGTON

Railroads: Cent. Vt.; Rut.
Airlines: EAL, NEA

Hotel Vermont

131 Main Street (Phone: 4-5711)
Manager: John J. Hyland, Jr.
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 6 suites available)
Air Conditioning: One banquet hall
Convention Rates: Single: 3.50 to 7.50; Double: 5.50 to 12.00; Suites: 21.00 to 33.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 25.00
Charges for Exhibit Areas: 5.00 to 25.00
Net Exhibit Space: 7,456, on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, projectors available on rental basis
Stage: Available
Sports Facilities: Fishing, swimming, skiing, skating, golfing, horseback riding

MANCHESTER

Railroads: Rut.

Equinox House

(Phone: 40)
President: John J. Dewey
Dir. of Sales: John B. Ferguson
Convention Season: Mid-May to mid-July; Labor Day to late Oct.
Largest Group Accommodated: 402 (270 rooms, 16 suites available)
Convention Rates: Single: 18.00 to 20.000; Double: 34.00 to 40.00; Suites: 49.00 to 54.00, American
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 4 (490)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 20.00 per day
Net Exhibit Space: 4,400 on one floor, additional area
Audio-Visual Aids: PA system, spotlights, projector and screens
Stage: Available
Sports Facilities: Championship golf course, swimming pool, trout fishing lake, pitch and putt course, softball field, croquet, badminton, ping pong
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

RUTLAND

Bus Service: White River Bus; Vt. Transit Lines
Airlines: EAL

Long Trail Lodge

See Advertisement, Pages 30, 31

Pico Peak (Phone: PRospect 3-6310)
Manager: G. E. Wright
Sales Manager: D. F. Treadway
Convention Season: June 1 to Oct. 17
Largest Group Accommodated: 60 (20 rooms, 7 suites available)
Convention Rates: Single: 9.50 to 15.00; Double: 18.50 to 25.00; Suites: 25.00 to 28.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 2 (165)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor, part included in meeting area
Audio-Visual Aids: PA system, spotlight, 16mm sound B&H and 35mm slide projector

VIRGINIA

FORT MONROE

Railroads: C. & O.
Airlines: Served through Newport News

Chamberlin Hotel

(Phone: Hampton Park 3-6511; Telegraph TWX 264)
Manager: John T. Brindley
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 525 (250 rooms, 25 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00 to 10.00; Double: 10.00 to 15.00; Suites: 20.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 6 (520)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00. Dinner: 3.50
Liquor: Beer, wine, champagne
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 27,000 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights, movie screens, bulletins, blackboards
Stage: Available
Sports Facilities: Swimming, tennis, golf horse back, fishing

HOT SPRINGS

Railroads: Ches. & O.

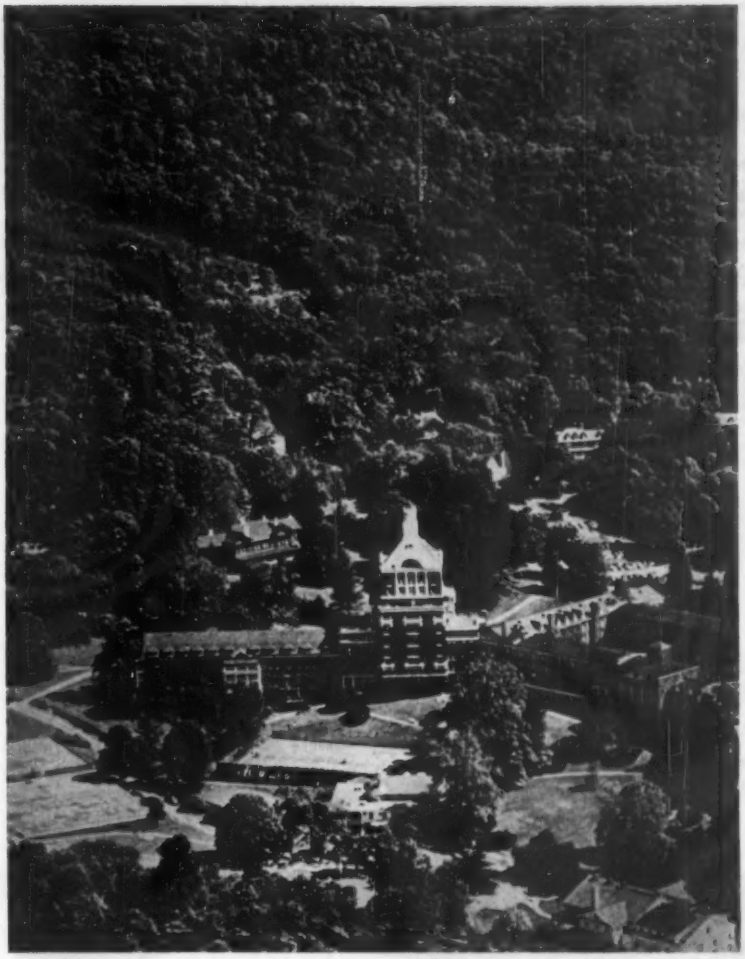
The Homestead (HSMA)

See Advertisement, Page 205

(Phone: LD 1)
V. P. & Gen. Manager: Thomas J. Lennon
Sales Manager: James L. Newcomb
Convention Season: All year except August
Largest Group Accommodated: to 600 (depending on time of year)
Air Conditioning: 2 banquet halls
Convention Rates: Single: 18.00 to 25.00; Double: 34.00 to 46.00; Suites: 12.00 to 17.00 extra. American
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Liquor: Private parties in private room may be served own liquor
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Variable
Audio-Visual Aids: PA system, spotlights, standard slide and movie projectors
Stage: Available
Sports Facilities: Golf, tennis, skeet, swimming fishing, riding, lawn bowling, ice skating, skiing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

NATURAL BRIDGE

Railroads: Nor. & W.; C. & O.



High in the Virginia Alleghanies
is one of the most satisfying spots in the world to hold a group meeting. The Homestead's smooth service and modern facilities free your serious, working meetings of all distractions. After hours, your group can enjoy itself in scores of ways. The dining and dancing hours are gay. There are golf courses, swimming pools, riding, fishing, shooting and other sports to be enjoyed. All winter long, the skiing and skating are fine, thanks to man-made snow and the Homestead's complete winter sports program. You will be glad you came.

THE HOMESTEAD
HOT SPRINGS, *Virginia*

VIRGINIA

Natural Bridge continued

Natural Bridge Hotel

(Phone: 3666)
Gen. Manager: J. N. Hunter
Manager: J. H. Kelley, Jr.
Convention Season: All year
Largest Group Accommodated: 200 (4 rooms, 275 suites available)
Air Conditioning: Some bedrooms, banquet halls
Convention Rates: Single: 5.00 to 7.00; Double: 7.00 to 10.00; Suites: 17.00 to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector and screen
Stage: Available
Sports Facilities: Swimming, table tennis, shuffleboard, golf nearby, fishing

NORFOLK

Railroads: N. & W.; Penn.; A.C.L.; C. & O. N. So.; S.A.L.; So. Ry.; Virg.
Airlines: CAP, NAL, PAI

CONVENTION BUREAU

Convention Bureau
Norfolk Chamber of Commerce
269 Boush St. (Phone: MAdison 2-2312)
William B. Lillyman, Director

AUDITORIUM

Norfolk Municipal Auditorium

9th and Granby Sts. (Phone: MA 5-1608)
Manager: E. M. French
Exhibit Areas: Arena, 10,000 sq. ft.; stage, 2,356 sq. ft.; Lobby, 540
Rental Fees: Meetings, Arena $200 per day; Theatre $100 per day. Lights, heat, water, air conditioning, kitchen, parking
Ventilation: Air conditioning
Ceiling Height: 30 ft. PA System: RCA system
Dimensions, Opening to Exhibit Hall: 7 ft. wide x 8 ft. high
Columns: None
Utilities: 110 and 220 AC current
Ramp door 7' x 10'
Loading Facilities: Drive indoor—7' x 8'; ramp door—7' x 10'
Storage Areas: Main Floor—3 (10 ft. by 50 ft.)
Meeting Rooms and Capacities: One, 1,832
Facilities for Food Functions: Caterer can set up banquet for 1,250
Parking Facilities: 900 cars
Distance from Business District: Three blocks

Commodore Maury Hotel

Granby & Freemason Sts. (Phone: MAdison 2-6682)
Manager: J. Robert Gracey
Convention Season: All year
Largest Group Accommodated: 400 (172 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-9.00; Double: 10.00-12.00; Suites: 24.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.25; Dinner: 2.25
Liquor: Not served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Portable (12' x 6')

The Fairfax Hotel

117 W. City Hall Ave. (Phone: MAdison 7-6411)
Manager: William Leach
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 3.00; Double: 7.00-9.00
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Wine and beer only
Sports Facilities: 2 golf courses (9 miles), tennis, horseshoes, shuffleboard, trout fishing
Charges for Mtg. Rms.: None if meals served
Charges for Exhibit Areas: 25.00 to 100.00
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Fishing, golf, tennis, swimming nearby

Jefferson Hotel

232 W. Bute St. (Phone: MAdison 7-5477)
Manager: B. Baydush
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms, 2 suites available)
Air Conditioning: Bedrooms
Convention Rates: Single: 4.50-7.00; Double: 6.50-10.00; Suites: 12.50-17.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (50)
Liquor: Not served in hotel
Charges for Mtg. Rms. 20.00
Charges for Exhibit Areas: 20.00
Sports Facilities: Tennis, golf, swimming nearby

Monticello Hotel

City Hall and Granby Sts. (Phone: MA 24321)
Manager: C. S. Crocker
Sales Manager: Don Ward
Convention Season: All year
Largest Group Accommodated: 500 (285 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 8.00; Double: 8.00 to 12.00; Suites: 19.00 to 22.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 on two floors, included in meeting area
Audio-Visual Aids: PA system, spotlights
Stage: Yes (48'x8')
Sports Facilities: Beaches and golf courses nearby

Nansemond Hotel

236 West Ocean View Avenue (JUstice 8-1314)
Manager: Marguerite N. Flynn
Convention Season: All year
Largest rGoup Accommodated: 230 (100 rooms, 4 suites available)
Air Conditioning: Banquet rooms, 50% of the bedrooms
Convention Rates: Sept. to May—Single: 4.50-7.00; Double: 7.00-10.00; Suites: 14.00-18.00—June to Aug.—Single: 5.50-12.50; Double: 8.00-16.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 3.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None
Audio-Visual Aids: 16mm projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Golf, swimming, bowling, fishing, boating

Thomas Nelson Hotel

245 Granby St. (Phone: MAdison 2-4341)
Manager: P. M. Nunn
Convention Season: All year
Largest Group Accommodated: 200 (75 rooms, 2 suites available)
Air Conditioning: 60% bedrooms
Convention Rates: Single: 5.00-7.50; Double: 7.00-10.00; Suites: 12.00-15.00. European
Liquor: Not served in hotel
Sports Facilities: Golf, swimming nearby

RICHMOND



42nd St. & Atlantic Ave. (Phone: 3500)

Railroads: A.C.L.; C. & O.; S.A.L.; So. Ry. R.F. & P.
Airlines: AAL, CAP, EAL, PAI, NAL

AUDITORIUMS

Mosque Auditorium

Laurel and Main Sts. (Phone: Milton 7-7611, Ext. 527)
Manager: A. G. Anthony
Exhibit Areas: 16,000 sq. ft.
Rental Fees and Services: Auditoriums for conventions: 200.00 per day; Ballroom, 200.00 per day for exhibits. When Auditorium and Ballroom are both used, Ballroom rental is 50.00 per day. Rentals include janitor service, heat, light and water
Floor Load: Unlimited. **Ventilation:** Large exhaust and blow fans
Ceiling Height: 12 ft.
PA System: None
Loading Facilities: Ramp to Exhibit Hall
Meeting Rooms and Capacities: 2 rooms for 40 and 75 persons
Distance from Business District: One mile

Richmond Arena

(Phone: ELgin 8-1642)
Manager: C. W. Hudson
Exhibit Areas: Two areas: Area A, 20,000 sq. ft. with maple floors; area B, 45,000 sq. ft. with concrete floors. All on one floor, street level
Floor Load: 8 area unlimited
Ceiling Height: area A, 37 ft.; area B, 21 ft.
PA System: Yes
Columns: area A, no columns; area B, girders 20 ft. apart
Utilities: AC 110, 220 current
Loading Facilities: Drive-in unloading
Meeting Rooms and Capacities: 3 rooms
Facilities for Food Functions: Two concessions
Parking Facilities: Lot for 4,000 cars
Distance from Business District: One mile

The Jefferson Hotel

See Advertisement, Page 206

Jefferson & Main Sts. (Phone: 3-3411)
Managing Director: James M. Powell
Sales Manager: John M. Yates
Convention Season: All year
Largest Group Accommodated: 450 (225 rooms, 10 suites available)
Air Conditioning: 165 bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50-11.00; Double: 9.50-15.00; Suites: 11.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None if hotel convention headquarters
Charges for Exhibit Areas: None
Net Exhibit Space: 13,201 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 2 screens
Stage: 14' x 24'
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

John Marshall Hotel (HSMA)

See Advertisement, Page 206

5th & Franklin Sts. (Phone: 7-4661)
Manager: Walter Herrmann
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 1,000 (487 rooms, 23 suites available)
Air Conditioning: 350 bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00-13.50; Double: 8.50 to 16.00; Suites: 22.50 to 27.50
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (1,000)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 2.25; Dinner: from 2.75
Liquor: Beer and wine only, liquor at state stores
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, movie screen
Stage: Available

Hotel King Carter (HSMA)

See Advertisement, Page 206

8th & Broad Sts. (Phone: MI 3-1831)
Manager: D. E. Spry
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 5 suites available)
Air Conditioning: 150 bedrooms, banquet halls
Convention Rates: Single: 4.00 to 7.00; Double: 6.00 to 10.00; Suites: 15.00 to 17.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: from .55; Lunch: from .65; Dinner: from 1.00
Liquor: Beer and wines only, liquor at State store
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable

Richmond Hotel (HSMA)

See Advertisement, Page 206

9th & Grace Sts. (Phone: MI 3-2731)
Manager: Harry A. Simkins
Sales Manager: Chris Munt
Convention Season: All year
Largest Group Accommodated: 350 (300 rooms, 7 suites available)
Air Conditioning: Bedrooms, some banquet halls
Convention Rates: Single: 5.50 to 7.00; Double: 6.50 to 8.00; Twins: 9.00 to 11.50; Suites: 18.00 to 22.50
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.00 to 1.50; Lunch: 2.00 to 4.00; Dinner: 2.75 to 6.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None if food is served
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: All seasonal sports

William Byrd Hotel (HSMA)

See Advertisement, Page 206

2501 W. Broad St. (ELgin 8-1571)
Manager: Lafayette Maxey
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 175 (220 rooms, 5 suites available)
Air Conditioning: 100 bedrooms, 4 banquet and meeting rooms
Convention Rates: Single: 5.00 to 10.00; Double: 7.00 to 12.25; Suites: 16.25



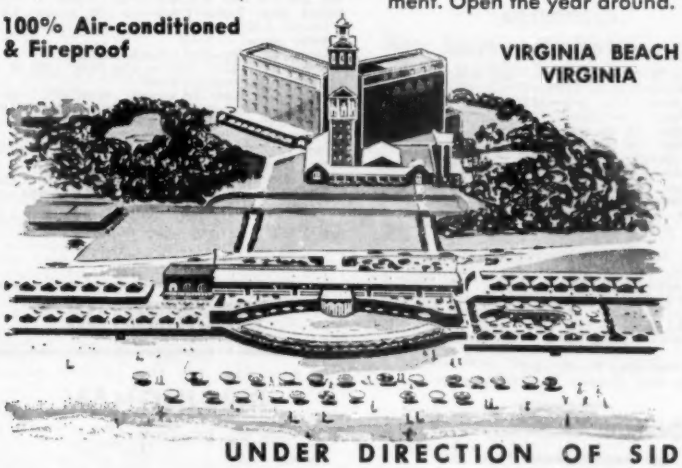
THE **Cavalier**

Convention Paradise on the Virginia Shore

Beyond compare for complete recreational and convention facilities, The Cavalier is one of the foremost convention choices this side of the Mississippi. Tailored for every type meeting of groups from 50 to 400. 250 acre seashore—country estate with Beach and Cabana Club, Yacht and Country Club. Championship golf course, 3 pools. Har-Tru Tennis Courts. Top Bands. Entertainment. Open the year around.

100% Air-conditioned & Fireproof

VIRGINIA BEACH VIRGINIA



UNDER DIRECTION OF SIDNEY BANKS

new choice in Florida . . .



Lago Mar
FORT LAUDERDALE

For the first time this exclusive hotel will be available to convening groups (up to 300). Complete convention facilities will have been completed by its opening December 1st, including meeting and conference rooms, banquet room, auditorium and a new wing of deluxe bedrooms.

600 Feet of Private Beach
Har-Tru Tennis Courts • 2 Pools
Pitch & Putt Course • Entertainment

Write Danny Shaw, General Mgr., Lago Mar

Business is a pleasure



...when meetings...conferences ...forums are held at

Historic Williamsburg

Virginia's restored colonial capital offers an ideal setting for top-flight meetings and conference groups in all seasons. The Williamsburg Inn & Lodge are now joined by a great new modern facility, the Williamsburg Motor House, to provide fine accommodations for groups up to 400 persons.

Conference delegates and their families can combine business with an enjoyable holiday in the eighteenth century city. Tours of the famous historic buildings, craft shops, plantations, gardens, the carriage rides, and complete recreational facilities combine to promote full attendance for meetings at...

WILLIAMSBURG
INN & LODGE
AND
MOTOR HOUSE

For booklet and information write:

William E. Bippus, Hotel Sales Manager, Williamsburg, Virginia or call New York, PLaza 5-9747; Washington, EXecutive 3-6481.

VIRGINIA

Richmond continued

No. Mtg. Rms. & Capacity of Largest: 5 (175)
No. Banquet Rms. & Capacity of Largest: 5 (175)
Group Meal Rates: Breakfast: from .55; Lunch: from .75; Dinner: 2.00
Liquor: Not served in hotel. Beer and wine available
Charges for Mtg. Rms.: 10.00 to 50.00 when meals not served
Audio-Visual Aids: Movie screen, projector

ROANOKE

Railroads: Virg.; Norf. & W.
Airlines: AAL, EAL, PAI

Patrick Henry Hotel (HSMA)

617 S. Jefferson St. (Phone: DI 5-8811; Telegraph: TWX-RV-08)
Manager: John A. Shires
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: 125 bedrooms, banquet halls
Convention Rates: Single: 5.50 to 9.00; Double: 8.00-12.00; Suites: 15.00-18.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.00
Liquor: Light wine and beer only, no liquor
Charges for Mtg. Rms.: 5.00 up
Charges for Exhibit Areas: 25.00 up
Net Exhibit Space: 500 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: 3 golf courses nearby

Hotel Roanoke

19 N. Jefferson St. (Phone: 7321)
Manager: Geo. L. Denison
Sales Manager: K. R. Hyde
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 12 suites available)
Convention Rates: Single: 6.00 to 7.00; Double: 8.00 to 12.00; Suites: 15.00 to 22.00
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Group Meal Rates: Breakfast: from .65; Lunch: from 1.50; Dinner: from 2.50
Liquor: Wines served only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft. on two floors
Audio-Visual Aids: PA system spotlights
Stage: Available

VIRGINIA BEACH

Railroads: Nor. So.
Airlines: Served through Norfolk

AUDITORIUM

Virginia Beach Convention Center

19th St. & Pacific Ave. (Phone: GA 8-2630)
Manager: Richard B. Keeley
Exhibit Areas: One large area, 11,000 sq. ft.
Rental Fees: Upon request
Flood Load: 100 lbs. per sq. ft.
Ventilation: Air cooled
Ceiling Height: 48 ft.
PA System: Available
Dimension, Opening to Exhibit Hall: 10 ft. high-20' wide
Columns, Locations and Dimensions: None
Current and Utilities Available: 220, 110 volt, water
Loading Facilities: Truck ramp into building
Locations, Size of Storage Areas: Adjacent to main exhibit hall, 5000 sq. ft.
Number of Meeting Rooms and Capacities: Main auditorium, 2,500; conference rooms, 100 and 200 and three of 50
Facilities to Handle Food Functions: Banquet for 1,350
Parking Facilities: For 400 cars
Distance from Business District: Adjacent

The Cavalier (HSMA)

See Advertisement, Page 207

42nd St. & Atlantic Ave. (Phone: 3500)
Managing Director: Gordon M. Shoemaker
Convention Director: R. E. Derring
Convention Season: All year, limited-size group July and August
Largest Group Accommodated: 350 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 20.00; Double: 32.00; Suites: 40.00 to 46.00. American
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Individuals must bring own bottles
Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector, screens
Stage: Available
Sports Facilities: Tennis, swimming, shuffleboard, croquet, pitch n' putt course, golf, archery ping pong
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

WARRENTON

Railroads: So. Ry.

Warren Green Hotel

105 Hotel St. (Phone: 280)

Owners: Joseph W. Elliott & Mrs. Billie Richardson
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms, 4 suites available)
Air Conditioning: Banquet rooms, some bedrooms
Convention Rates: Single: 4.00-7.00; Double: 6.50-12.00; Suites: 19.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Group Meal Rates: Breakfast: .55; Lunch: .75; Dinner: 2.00
Liquor: Beer, wine served
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: Spotlights, PA system
Stage: Yes
Sports Facilities: Golf, hunting, swimming

WILLIAMSBURG

Railroads: Ches. & O.
Airlines: CAP, NAL, PAI

Williamsburg Inn, Lodge, and Motor House (HSMA)

See Advertisement, Page 208

(Phone: Inn — CApital 9-1500; Lodge — CApital 9-1600; Motor House 9-1700; Teletype: 187)
Manager: Inn—Thomas Moyles; Motor House—Grant Washburn; Lodge—William Batchelder
Sales Manager: William E. Bippus
Convention Season: All year
Largest Group Accommodated: 1,060 (530 rooms, 24 suites available)
Air Conditioning: Entire hotel
Convention Rates: Inn—Single: to 14.00; Double: to 18.00; Suites: 36.00 to 56.00; Lodge—Single, to 9.00; Double: to 13.00; Suites: 30.00. Motor House—Single: to 10.00; Double: to 12.00; Suites: 30.00. European (American plan available)
No. Mtg. Rms. & Capacity of Largest: 21 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,000 on one floor, 1,000 ft. is addition to meeting area
Audio-Visual Aids: PA system, spotlights, 16mm projector, carbon arc and portable 2 x 2 and 3½ x 4 slide projectors, film strip projector and viewmaster
Sports Facilities: Tennis, golf, swimming, badminton, croquet
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc.; Premier Hotel Representative, Inc. (see pg. 29)

WASHINGTON

BELLINGHAM

Railroads: Nor. Pac.; Gt. Nor.
Airline: UAL

WASHINGTON

TACOMA

Railroads: Nor. Pac.; Gt. Nor.; U.P.; C.M. St. P. & P.

Hotel Chinook

East Yakima Avenue & 4th St. (GI 28533)
Manager: David E. Warfield
Sales Manager: Don E. Sanders

Leopold Hotel and Motor Inn

1224 Cornwall (Phone: Regent 3-3500)
Manager: John Pierce
Sales Manager: George A. Knowles
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 7 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 5.00 to 10.00; Double: 7.00 to 15.00; Suites: 16.50 to 25.00. European
No. Mtg. Rms.: 12
No. Banquet Rms.: 12
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.00
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, film projectors available upon request
Stage: Yes
Sports Facilities: Heated swimming pool

QUINALT

Railroads: Nor. Pac.; U. P.; C. M. St. P. & P. to Hoaquiam
Airlines: West Coast to Hoaquiam

Lake Quinault Lodge

(Phone: 2351)
Manager: Claude G. Walker
Convention Season: May 15 through Sept. 15
Largest Group Accommodated: 100 (36 rooms available)
Convention Rates: Single: 5.00 to 7.00; Double: 8.00 to 11.00. European
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 on one floor, lobby
Sports Facilities: Lawn games

RICHLAND

Airlines: WCA

The Desert Inn Hotel

804 Geo. Washington Way (Phone: 42235)
Manager: Wallace A. Bowen
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50 to 8.50; Double: 7.00 to 8.00; Suites: 10.50 to 15.00
No. Mtg. Rms. & Capacity of Largest: 1 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: .50 to 2.00; Lunch: .65 to 2.10; Dinner: 1.75 to 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Net Exhibit Space: 3,600 sq. ft. on one floor
Audio-Visual Aids: PA system
Sports Facilities: Heated swimming pool

SEATTLE

Railroads: Nor. Pac.; Gt. Nor.; P.C.R.R.; U.P.; C.M. St. P. & P.; C.P.
Airlines: ALASKA, NWA, PAA, Pacific, Pacific Northern, TCA, UAL, WCA, WAL

CONVENTION BUREAU

Convention & Visitors Bureau
215 Columbia St.
Robert R. Hill, Manager

AUDITORIUMS

Civic Auditorium and Arena

3rd North & Mercer Sts. (Phone: AT 2-0480)
Manager: D. L. Johnston
Exhibit Areas: Main floor, 30,000 sq. ft.; Lower level 40,000 sq. ft., Arena, 20,000 sq. ft.
Floor Load: Main floor, 4 tons; lower level, unlimited; Arena, 2 tons
Ventilation: Forced air
Ceiling Height: 40 ft.
PA System: Yes
Elevators: 2 freight, 1 ton and 2 tons
Columns: Lower level, columns 26 ft. apart
Utilities: 110, 208 volt, three phase
Loading Facilities: auto and truck doors give access to each area
Location, Size of Storage Areas: Limited
Number of Meeting Rooms and Capacities: Auditorium, 6,000; Arena, 6,500; 9 rooms, 75-250
Facilities for Food Functions: Banquet for 4,000
Parking Facilities: 1,100 cars
Distance from Business District: 10 blocks

Senator Auditorium

708 Union St. (Phone: MA 3-8790)
Manager: G. S. Atwood
Exhibit Areas: Main floor, 7,020 sq. ft.; under balcony, 2,250 sq. ft.; stage, 905 sq. ft.
Rental Fees and Services: $100 to $200 per day, depending on services required and day of the week
Floor Load: Unlimited Ventilation: Washed air
Ceiling Height: 40 ft. PA System: Yes
Dimensions, Openings to Exhibit Hall: 18 ft. by 8 ft. high
Elevators: 2 freight
Loading Facilities: Freight elevator and ramps
Size of Storage Areas: 4 areas; 25 ft. by 35 ft.; (2) 18 ft. by 20 ft.; 20 ft. by 20 ft.
Meeting Rooms and Capacities: Four rooms, 35 to 125
Facilities for Food Functions: Banquet for 1,500
Parking Facilities: Parking for 300 cars within one block
Distance from Business District: Two blocks

Benjamin Franklin Hotel (HSMA)

See Advertisement, Page 56

5th & Virginia (Phone: Seneca 7400)
Manager: Al J. Kelly
Sales Manager: Dick Sanders
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms, 15 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 8.00 to 15.00; Double: 11.00 to 20.00; Suites: 25.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 9
Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Net Exhibit Space: 6,074 on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, projectors available on rental basis, blackboards
Stage: Available
Sports Facilities: Golf, water skiing, salmon fishing

Doric Mayflower Hotel

405 Olive Way (Phone: MA 3-8700)
Manager: Howard Johnson
Sales Manager: R. C. Atwood
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 4 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00 to 7.50; Double: 8.00 to 10.00; Suites: 17.00 to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 75.00
Charges for Exhibit Areas: 12.00 to 20.00
Net Exhibit Space: 3,996 sq. ft. on two floors, included in meeting area
Audio-Visual Aids: PA system, spotlights, movie screen
Stage: Yes (6'x12')
Sports Facilities: Golf, tennis, swimming, fishing nearby, bowling

New Washington Hotel

See Advertisement, Page 56

2nd & Stewart (Phone: MA 7070; Telegraph: GPX)
Manager: F. Jack Anderson
Sales Manager: Margaret Telford
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Air Conditioning: Some banquet and meeting rooms
Convention Rates: Single: 6.00-12.00; Double: 8.00-16.00; Suites: 16.00-56.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (350)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 4,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool adjacent

The Olympic Western Hotel (HSMA)

See Advertisement, Page 56

4th & Seneca Sts. (Phone: MU 2-7700)
Gen. Manager: Tom A. Gildersleve
Sales Manager: Glenn E. Ross
Convention Season: All year
Largest Group Accommodated: 1000 (500 rooms, 27 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 9.00-16.00; Double: 11.00-20.00; Suites: 30.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (1600)
No. Banquet Rms. & Capacity of Largest: 14 (1,000)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Depending on arrangements
Net Exhibit Space: 28,260 sq. ft. on one floor except 3,168 sq. ft.
Audio-Visual Aids: PA system, spotlights, film projectors
Stage: Available

Roosevelt Western Hotel

See Advertisement, Page 56

7th & Pine (Phone MA 4-1400)
Manager: Chas. Indermuehler
Sales Manager: Brent MacDonald
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms, 5 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00-12.00; Double: 12.00-17.00; Suites: 18.00-22.50. European
No. Mtg. Rms. & Capacity of Largest: 3 (150)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 3,150 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights

SPOKANE

Railroads: Nor. Pac.; Gt. Nor.; S.I.; U.P.; S.P. & S.; CM. St. P. & P.
Airlines: NWA, UAL, WCA

Meeting in SEATTLE? Fly the Extra Care Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 2.25 up

GENOA CITY

WASHINGTON

Spokane continued

CONVENTION BUREAU
Spokane Convention Bureau
West 1020 Riverside Ave.
A. F. Raiter, Jr., Manager

AUDITORIUM

Spokane Coliseum
North 1101 Howard St. (Phone: FAirfax 8-2110)
Manager: Benjamin C. Moore
Exhibit Areas: 44,000 sq. ft.
Rental Fees and Services Included in Rent: standard set-ups under basic rentals, plus expense for staffing
Floor Load: 1,000 lbs. per sq. ft.
Ceiling Height: 70 ft. PA System: Yes
Dimensions, Opening to Exhibit Hall: 16 ft. high by 14 ft. wide
Columns: None
Utilities: 110 and 220 volt
Loading Facilities: direct access to floor
Storage Areas: 25,000 sq. ft. separate building
Facilities for Food Functions: Catering service, banquet for 4,000
Parking Facilities: Lot for 2,000 cars
Distance from Business District: Seven blocks

The Davenport Hotel (HSMA)
See Advertisement, Page 56
823 W. Sprague (Phone: Madison 4-2121)
Manager: Al E. Schilling
Sales Manager: Bill Newman
Convention Season: All year
Largest Group Accommodated: 700 (400 rooms, 19 suites available)
Air Conditioning: Some bedrooms, banquet halls
Convention Rates: Single: 8.00 to 14.00; Double: 11.00 to 19.00; Suites: 35.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 14 (1,200)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.80; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if combined with food functions
Charges for Exhibit Areas: Variable
Net Exhibit Space: 2,450 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors available on rental basis
Stage: Available
Sports Facilities: Swimming pool (rooftop)

Ridpath Hotel
515 W. Sprague St. (Phone: TE 8 2711)
Manager: Albert B. Turrill
Sales Manager: Chet Hall
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 12 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00 to 11.00; Double: 8.50 to 15.00; Suites: 18.00 to 45.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (450)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Group Meal Rates: Breakfast: 1.60; Lunch: 2.00; Dinner: 2.65
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Varies
Net Exhibit Space: 1,500 sq. ft. on one floor. About two-thirds included in meeting room space
Audio-Visual Aids: PA system, spotlights, blackboards, easels
Stage: Yes

Hotel Spokane, Ltd. (HSMA)
501 W. First Avenue (Phone: TE 8-2021; Telegraph: FGQ-TELEFAX)
Gen. Manager: Jas. A. McCluskey
Convention Season: All year
Largest Group Accommodated: 350 (240 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.00; Double: 7.00 to 12.00; Suites: 12.00 to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (550)
Group Meal Rates: Breakfast: 1.40; Lunch: 1.70; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 2.50 to 100.00
Charges for Exhibit Areas: 100.00
Audio-Visual Aids: Spotlights, PA system
Stage: Yes (18 ft. deep. Can be enlarged to 33 ft. long)
Sport Facilities: Bowling, swimming, golf — all nearby

TACOMA

Railroads: Nor. Pac.; Gt. Nor.; U.P.; C.M. St. P. & P.
Airlines: Served through Seattle

AUDITORIUM

Memorial Fieldhouse
College of Puget Sound (Phone: SK 9-4720)
Manager: Ted Droettboom
Exhibit Areas: 30,000 sq. ft.
Rental Fees and Services: $300 per day (normal janitor service light & heat)
Ceiling Heights: 40 ft.
Columns: None
Locations, Size of Storage Areas: 40 ft. by 60 ft.
Meeting Rooms and Capacities: 4 rooms for 20 to 60
Facilities for Food Functions: Catering service—1,000 banquet
Parking Facilities: 2,000 cars
Distance from Business District: 2 miles

Winthrop Western Hotel
See Advertisement, Page 56
773 Broadway (Phone: BR 2-2141)
Manager: Wm. Scotty Myles
Sales Manager: Bruce H. McKibbin
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Air Conditioning: Main ballroom
Convention Rates: Single: 6.50 to 12.00; Double: 9.00 to 16.00; Suites: 23.00 to 30.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Group Meal Rates: Breakfast: 1.45; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 25.00 to 150.00
Net Exhibit Space: 3,500 sq. ft. on one floor, part of meeting area
Audio-Visual Aids: PA system, spotlights, blackboards
Stage: Available
Sports Facilities: Golf, fishing, swimming, boating (10 minutes away)

WALLA WALLA

Railroads: U.P., N.P.
Airlines: UAL, WCA

Marcus Whitman
2nd & Rose (Phone: JA 5-2200)
Manager: Richard Sherwood
Sales Manager: Don Mickey
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 5 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 5.50-10.00; Double: 7.50-14.00; Suites: 10.00-16.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms.: 5
Group Meal Rates: Breakfast: 1.10; Lunch: 1.35; Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Net Exhibit Space: 4,000 all on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Yes (adjustable)
Sports Facilities: golf course nearby

WENATCHEE

Railroad: G.N.
Airline: WCA

Cascadian Hotel
North Wenatchee Ave.
Manager: Thomas Duper
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms, 1 suite available)
Air Conditioning: Bedrooms, banquet halls
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms.: 6
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Audio-Visual Aids: PA system

YAKIMA

Railroads: N.P.; U. Pac.
Airlines: NWA, WCA

Hotel Chinook
East Yakima Avenue & 4th St. (GI 28533)
Manager: David E. Warfield
Sales Manager: Don E. Sanders
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 9.50; Double: 8.00 to 16.00; Suites: 18.50 to 25.00
No. Mtg. Rms. & Capacity of Largest: 9 (800)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.45; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 1,148 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights, projectors any type or size, blackboards, easels, screens
Stage: Available

WEST VIRGINIA

CHARLESTON

Railroads: B. & O.; N.Y.C.; C. & O.; Virginian
Airlines: AAL, CAP, EAL, PAI

The Daniel Boone Hotel (HSMA)
Cor. Capitol & Washington (Phone: DI 36-131)
Manager: Rogers S. Creel
Sales Manager: B. S. Clifton
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 21 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-9.50; Double: 8.50-14.00- Suites: 19.50-20.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.25
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,200 on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights
Stage: Portable

CLARKSBURG

Railroads: B. & O.
Airlines: CAP

Stonewall Jackson Hotel
Main & S. 3rd St. (Phone: Maine 4-6441)
Manager: L. A. Porter
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms, 19 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-9.50; Double: 8.50 to 14.00; Suites: 11.00 to 14.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.75 to 4.00
Liquor: Bring your own, state stores
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, projectors available on short notice
Stage: Available
Sports Facilities: Golf

HUNTINGTON

Railroads: B. & O.; C. & O.
Airlines: AAA, EAL, PAI

Frederick Hotel
10th St. & Fourth Ave. (Phone: JAckson 5-5101)
Manager: F. A. Short
Sales Manager: F. A. Short
Convention Season: All year
Largest Group Accommodated: 220 (100 rooms, suites available)
Air Conditioning: 72% bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00 to 11.00; Double: 9.50 to 11.50; Suites: 9.00 to 15.50. European

MADISON

P.A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 12 ft.

No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 2.25 up
Liquor: Only beer
Charges for Mtg. Rms.: 5.00 and up
Charges for Exhibit Areas: 15.00 and up
Net Exhibit Space: 300 sq. ft. on one floor
Audio-Visual Aids: PA system, easel and screen
Stage: Platforms

WHITE SULPHUR SPRINGS

Railroads: C. & O.

The Greenbrier (HSMA)

See Advertisement, Page 211

(Phone: 110)
Vice-President: E. Truman Wright
Director of Sales: Charles Norvell
Convention Season: All year, but limited during May and October
Largest Group Accommodated: 800 (460 rooms, 59 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 25.00; Double: 45.00; Parlors: 20.00 to 30.00. (Dec. through Feb.: special combination rates) American
No. Mtg. Rms. & Capacity of Largest: 21 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: State package store and bottle club
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, all projection facilities
Stage: Available
Sports Facilities: Golf, tennis, swimming, shuffleboard, croquet, putting, skeet and traps, horseback riding
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

WISCONSIN

GENOA CITY

Railroads: C. & N.W.

Nippersink Manor

See Advertisement, Page 211

(BRowning 9-5281)
Manager: Sidney Shinderman
Sales Manager: Sam Lippert
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 15 suites available)
Air Conditioning: 90% bedrooms, banquet halls
Convention Rates: Single: 20.00 to 24.00; Double: 15.00 to 18.00; Suites: 25.00 to 35.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (650)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 15,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, 8mm movie and 16mm movie sound projectors, blackboards, easels, slide projectors
Stage: 20' x 30'
Sports Facilities: 18-hole golf course, pool, fishing, tobogganning, ice skating, horseback riding, shuffleboard, volleyball, archery, tennis

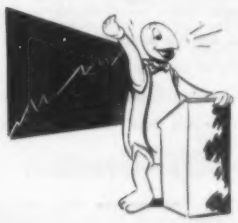
GREEN BAY

Railroads: C.M. St. P. & P.; G.B. & W.; C. & N.W.
Airlines: NOR

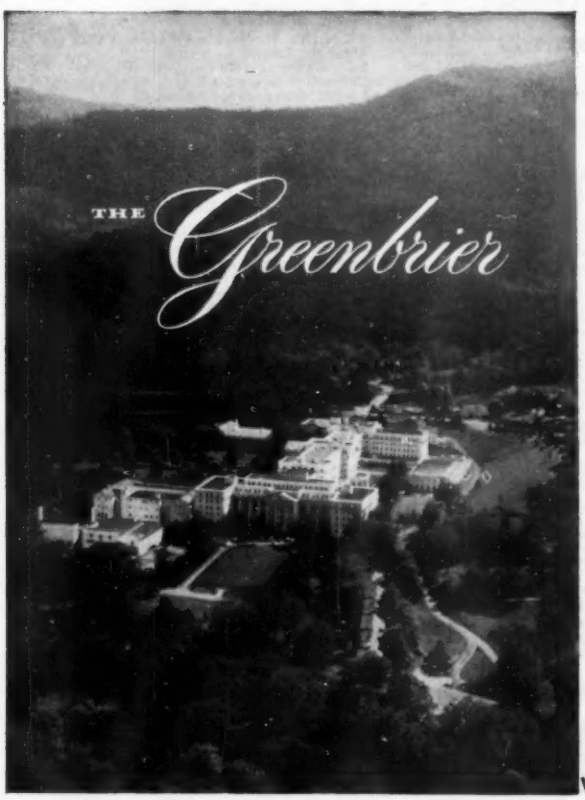
AUDITORIUM

Brown County Veterans Memorial Arena
Box 903 Station A (Hemlock 7-0995)
Manager: Jocko B. Braley
Exhibit Areas: Main floor, 270 ft. by 110 ft.; 100 booths, 10 ft. by 8 ft.

Sales meetings
at resorts get results



Best In The Midwest
year 'round
Oakton Manor
Pewaukee, Wisconsin
Two hours from Chicago
year 'round
Nippersink Manor
Genoa City, Wisconsin
One hour from Chicago
Chicago office: 619 North Michigan • MOhawk 4-6750
Sam Lippert, Sales Manager



AMERICA'S INFORMAL BUSINESS CAPITAL

You will find at The Greenbrier the perfect setting for your conference, whether it be for ten or a thousand people. The new, air-conditioned West Wing has an auditorium with a 42-foot stage, new sound and projection machines, splendid banquet arrangements, and a theatre with a CinemaScope screen. Accommodations are magnificent; the food is gourmet fare. For after-session enjoyment The Greenbrier's recreational facilities are unsurpassed. And our staff of experts not only helps in planning your program, but they also handle the details to carry it through *successfully.*

Special Winter Rates available on request. Include a spacious, luxurious room and The Greenbrier's traditionally fine meals, green fees (our courses are playable much of the winter), swimming in mosaic tile indoor pool, membership in the Old White Club and gratuities to service personnel. EFFECTIVE DEC. 1, 1959 - FEB. 29, 1960.

FOR INFORMATION write Charles L. Norvell, Dir. of Sales. Also reservation offices: New York, 17 E. 45th St., MU 2-4300 Boston, 73 Tremont St., LA 3-4497 • Chicago, 77 W. Washington St., RA 6-0624 • Washington, D. C., Investment Bldg., RE 7-2642 • Glen W. Fawcett: San Francisco, 1029 Russ Building, YU 2-6905 • Seattle, 726 Joseph Vance Building, MU 2-1981 • Dallas, 211 N. Ervay, RI 1-6814 • Los Angeles, 510 West Sixth Street, MA 6-7581.

THE Greenbrier
WHITE SULPHUR SPRINGS • WEST VIRGINIA

WISCONSIN

Green Bay continued

Rental Fees: $500 per day; Booths, $12.50 for each
Floor Load: No limit
Ventilation: Air-conditioned
Ceiling Height: 77 ft.
PA System: Yes
Current and Utilities Available: Up to 400 amp, 3 phase
Location, Size of Storage Areas: 3 carloads—main floor
Number of Meeting Rooms and Capacities: 3 (17 by 45 ft.)
Facilities to Handle Food Functions: Can handle banquet for 260
Parking Facilities: 5,000 cars
Distance from Business District: 10 minutes

Hotel Northland

Pine & Adams (Phone: Hemlock 2-4811)
Manager: Harry C. Huebner
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 2 suites available)
Air Conditioning: 6 banquet and meeting rooms, bedrooms on request
Convention Rates: Single: 5.00-12.00; Double: 8.00-17.00; Suites: 20.00-30.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, projectors
Stage: Available
Sports Facilities: Swimming, tennis, golf

LAND O'LAKES

Railroads: C. & N.W.
Airlines: NCA

King's Gateway Hotel

See Advertisement, Page 212

(Phone: 2611)
Manager: John J. Garber
Convention Season: All year
Largest Group Accommodated: 110 (50 rooms, 4 suites available)
Convention Rates: 18.00 per person—July & Aug. 17.00—Sept.-June. American
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 800 sq. ft. on one floor
Audio-Visual Aids: Rostrum, PA system, blackboards, easels, spotlights, screens
Stage: Available
Sports Facilities: Golf, skeet & trap shooting, tennis, horseback riding, swimming, skiing, skating

MADISON

Railroads: C.M. St. P. & P.; C. & N.W.; Ill. Cent.
Airlines: NOR, NWA, OZA

Hotel Loraine

123 W. Washington Ave. (Phone: Alpine 6-0231)
Manager: L. G. Fitzgerald
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms, 10 suites available)
Air Conditioning: 15 bedrooms, banquet halls
Convention Rates: Single: 3.75-14.00; Double: 6.00 to 13.50; Suites: 22.00 to 42.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention headquarters
Charges for Exhibit Areas: 1.00 per running foot per day
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: All water sports and fishing

Park Hotel

22 S. Carroll St. (Phone: 5-6711)

Manager: Robert S. McKee
Convention Season: All year
Largest Group Accommodated: 300 (140 rooms and 8 suites available)
Convention Rates: Single: 3.50 to 6.00; Double: 4.50 to 11.00; Suites: 20.00 to 50.00
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (280)
Group Meal Rates: Breakfast: .80 to 1.75; Lunch: .80 to 2.00; Dinner: 1.60 to 4.50
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: Movie screen, PA system, spotlights
Stage: Available

MILWAUKEE

Railroads: C.M. St. P. & P.; C. & N.W.; C.N.S. & M.; G.T.; Soo; C. & O.; Milw. El.; Penna.
Airlines: AAL, CAP, NOR, NWA, OZA, UAL

CONVENTION BUREAU

Convention Bureau
611 North Broadway (2)
Alvin J. Monroe, Manager

AUDITORIUM

Milwaukee Auditorium & Arena

500 W. Kilbourn Ave. (BRoadway 1-3423)

Manager: Elmer A. Krahn
Exhibit Areas: Mechanics Hall, Exhibit Hall, Arena, 90,000 sq. ft.; Bruce Hall, 25,000 sq. ft.; others 15,000 sq. ft.
Rental Fees and Services: Rates vary with halls used; services include heat and light
Floor Load: Unlimited Ventilation: Washed air
Ceiling Height: 10 ft. to 100 ft.
P.A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 13 ft.
Columns: 22 ft. centers in Exhibition Hall
Utilities: All utilities available
Loading Facilities: Truck into building
Storage Areas: Surrounding exhibit area, 10,000 sq. ft.
Meeting Rooms and Capacities: 12 seat from 300 to 13,000
Facilities to Handle Food Functions: Can handle banquet for 4,000
Parking Facilities: 2,000 cars
Distance from Business District: In business district

Pfister Hotel

424 East Wisconsin Ave. (Phone: Br 1-6380)
Manager: Walter W. Schwartz
Sales Manager: John Kevin
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms, 15 suites available)
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 16.00; Suites: 25.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 17 (1,000)
No. Banquet Rms. & Capacity of Largest: 17 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 250.00
Net Exhibit Space: 6,000 to 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens
Stage: Yes

Hotel Schroeder

509 W. Wiscon (Phone: Broadway 1-7250)

Manager: L. H. Limecooly
Sales Manager: Donald Griffin
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 8 suites available)
Convention Rates: Single: 5.00 to 12.00; Double: 8.50 to 15.00; Suites: from 25.00
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No Banquet Rms. & Capacity of Largest: 3 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00 to 6.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Wisconsin

720 N. 3rd St. (Phone: Broadway 1-4900)
Manager: Edward L. Knopf
Sales Manager: Steve Karegeannes
Convention Season: All year
Largest Group Accommodated: 525 (342 rooms, 14 suites available)
Air Conditioning: 10 bedrooms, banquet halls air cooled
Convention Rates: Single: 4.75 to 10.00; Double: 5.25 to 14.00; Suites: 17.50 to 30.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (350)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 to 75.00
Net Exhibit Space: 12,781 on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, movie screen, blackboards, easels, projectors on rental basis
Stage: Yes (sectional)
Sports Facilities: Swimming, boating



PEWAUKEE

Railroads: C.M. St. P. & P.

Oakton Manor

See Advertisement, Page 211

(Phone: 5855)
Manager: Sam Sugarman
Sales Manager: Sam Lippert
Convention Season: All year
Largest Group Accommodated: 175 (85 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 22.50; Double: 15.00; Suites: 28.50. American
No. Mtg. Rms. & Capacity of Largest: 5 (120)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, projector
Stage: Available
Sports Facilities: Swimming, boating, fishing, ice skating, lawn games, access to golf courses

BRITISH COLUMBIA

Convention Season: All year
Largest Group Accommodated: 200 (100 rooms,

Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel

THREE LAKES

Railroads: C. & N.W.

Northernaire

See Advertisement, Page 213

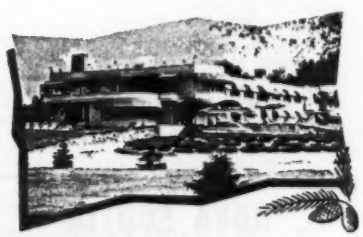
(Phone: Three Lakes 4811)
Manager: Carl O. Marty, Jr.
Convention Season: Sept. 1 to July 1
Largest Group Accommodated: 120 (57 rooms and 10 solaria available)
Convention Rates: Single: 30.00; Double: 40.00; Suites: 60.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes
Sports Facilities: Indoor pool, golf, boating, horseback riding, water & snow skiing, ice skating
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

WYOMING

CASPER

Gladstone Hotel

104 N. Center (Phone: 3-3771)
Manager: C Smith
Sales Manag Mrs. Connie Baxter
Largest Group Accommodated: 350 (190 rooms, 5 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 4.50-12.00; Double: 5.00-15.00; Suites: 14.00-30.00. European



Let us help make your next sales meeting the best one yet – at **WORLD-RENOWNED**

Northernaire

THREE LAKES, WISCONSIN

In the land of Hiawatha on a chain of 27 pine-rimmed lakes — incomparable conference facilities plus golf, indoor pool, health baths, floor shows, dancing and fishing. Open year 'round.

Write or phone us.

NORTHERNAIRE
Three Lakes, Wisconsin
Phone Three Lakes 4811

No. Mtg. Rms. & Capacity of Largest: 7 (300)
No. Banquet Rms. & Capacity of Largest: 2 (275)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if hotel is headquarters. Otherwise 25.00
Net Exhibit Space: 500 sq. ft.
Audio-Visual Aids: PA system, spotlights, blackboards, easels
Stage: Several
Sports Facilities: Golf, skiing in season, swimming, hunting, fishing, boating

Townsend

115 N. Center (Phone: 3-5713)
Manager: W. D. Green
Convention Season: All year
Largest Group Accommodated: 125 (100 rooms, 5 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 4.50 to 7.50; Double: 6.00 to 12.00; Suites: 12.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 3 (185)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.85; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 20.00
Charges for Exhibit Areas: Same as meeting rooms
Net Exhibit Space: 5,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, movie screens
Stage: Yes
Sports Facilities: Golf, skiing, swimming near hotel

CANADA

ALBERTA

BANFF

Railroad: Can. Pac.
Airlines: Served through Calgary

Banff Springs Hotel

See Advertisement, Page 217

P.O. Box 960 (Phone: 2211)
Manager: C. C. McCartney
Sales Manager: G. L. Bertrem
Convention Season: June and Sept.
Largest Group Accommodated: 900 (500 rooms, 30 suites available)
Convention Rates: Single: 18.00; Double; 16.00; American. Rates subject to change
No. Mtg. Rms. & Capacity of Largest: 6 (650)
No. Banquet Rms. & Capacity of Largest: 1 (800)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: On request
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, swimming, tennis, riding, boating, climbing, fishing, shuffleboard
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

CALGARY

Railroads: Can. Nat.; Can. Pac.; C.P.
Airlines: CPA, TCA, WAL

Hotel Palliser

See Advertisement, Page 217

9th Ave. & 1st St. W. (Phone: AM 2-8621)
Manager: E. C. Fitt
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms, 10 suites available)
Convention Rates: Single: 7.50-14.00; Double: 11.50-18.00; Suites: 24.00-36.00. European. Rates subject to change
No. Mtg. Rms. & Capacity of Largest: 8 (700)
No. Banquet Rms. & Capacity of Largest: 8 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 to 200.00 per day
Charges for Exhibit Areas: 55.00-250.00
Net Exhibit Space: 350 sq ft. on one floor, located in foyer of meeting rooms
Audio-Visual Aids: PA system, spotlights, projectors rented locally
Stage: Yes (37'x20')
Sports Facilities: Golf, fishing, hunting, tennis—in area

EDMONTON

Railroads: Can. Nat.; Can. Pac.
Airlines: CPA, Pacific Western, NWA, TCA, WAL

Macdonald Hotel (HSMA)

See Advertisement, Page 221

(Phone: 45181)
Manager: H. W. Aslin
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 15 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 7.50 to 13.00; Double 10.50 to 16.00; Suites: 15.50 to 29.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (700)
No. Banquet Rms. & Capacity of Largest: 9 (700)
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 4,500 on one floor, additional area
Audio-Visual Aids: PA system, spotlights
Stage: 8' x 4' sections

LAKE LOUISE

Railroads: C.P.

Chateau Lake Louise

See Advertisement, Page 217

(Phone: Lake Louise 72)
Manager: D. A. Williams
Sales Manager: G. L. Bertrem
Convention Season: June and September
Largest Group Accommodated: 600 (390 rooms, 10 suites available)
Convention Rates: Single: 18.00; Double: 32.00; Suites: 35.00 additional for parlor. American. Rates subject to change
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Riding, hiking, swimming, putting, boating
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

WATERTOWN LAKE

Prince of Wales Hotel

(Phone: CE 6-4411; Telegraph: Watertown Lakes)
Manager: Neil Taylor
Sales Manager: R. K. Rasmussen
Convention Season: June 15 to Sept. 11
Largest Group Accommodated: 165 (80 rooms, 2 suites available)
Convention Rates: Single: 19.00-22.50; Double 17.00-20.50; Suites: 25.00-50.00. American
No. Mtg. Rms. & Capacity of Largest: 1 (125)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.75; Lunch: 2.40; Dinner: 3.85
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00 per day
Audio-Visual Aids: PA system, spotlights, 16mm projector, 35mm slide projector
Sports Facilities: Golf, swimming pool, riding

BRITISH COLUMBIA

Manager: Howard S. Walker
Convention Season: All year, but prefer not mid-

MUSKOKA

Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-200.00

BRITISH COLUMBIA

continued

HARRISON HOT SPRINGS

Harrison Hot Springs Hotel

(Phone: LAkeview 6-6311)
Manager: M. Nargil
Sales Manager: William Clark
Convention Season: All year except July, August and Christmas week
Largest Group Accommodated: 350 (102 rooms, 8 suites, 14 sets of connecting rooms, 14 bungalows)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00-8.00; Double: 0.00-12.00; Suites: 18.00-35.00 from Sept. 16 to May 15. Single: 8.00-11.00; Double: 13.00-17.00; Suites: 25.00-50.00 from May 16 to Sept. 15. European
No. Mtg. Rms. & Capacity of Largest: 3 (600)
No. Banquet Rms.: 3
Audio-Visual Aids: PA system, 16mm proector, 35mm slide projector
Stage: Yes (10x6)
Sports Facilities: Natural hot springs, 3 swimming pools, heated fresh water

VANCOUVER

Railroads: Can. Pac.; Can. Nat.; G.N.
Airlines: CPA, Quantas, TCA, UAL, BCPA

CONVENTION BUREAU

Greater Vancouver Tourist Association
596 W. Georgia St. (2)
James V. Hughes, Executive Vice President

AUDITORIUMS

Forum Building

Exhibition Park (HAstings 0123)

Manager: Mario Caravetta
Exhibit Areas: South End, 15,600 sq. ft.; North End, 18,860 sq. ft.
Rental Fees and Services: South End, $500 per day; North End, $250 per day; both, $650 per day; services include light and water
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 42 ft.
P. A. System: Available on rental
Dimensions, Opening of Exhibit Hall: South End, 7 ft. by 12 ft.; North End, 10 ft. 8 in. by 11 ft. 6 in.
Columns: South End five 12" columns; North End, nine, 18-ft. from walls; East and West sides, nine 24" columns per sides
Utilities: 110 and 220-volt current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 2,000
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Garden Auditorium

Exhibition Park (HAstings 4817)
Manager: John Evans
Exhibit Areas: 12,000 sq. ft. 4,696 in main hall, remainder in lobby areas
Rental Fees and Services: 150.00-400.00 per day, includes heat, light, P.A., janitorial
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 30 ft.
P. A. System: Supplied
Dimensions, Opening to Exhibit Hall: 8 ft. by 7 ft.
Columns: None
Utilities: 110, 220 V
Loading Facilities: Ample
Storage Areas: Adjacent buildings
Meeting Rooms and Capacities: Two rooms for 100, plus theatre for 411 next door; concourses can be set up for meetings
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 750
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Hotel Georgia

801 W. Georgia St. (Phone: MUtual 3-1182)
Manager: E. Wm. Hudson
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 4 suites available)
Convention Rates: Single: 8.00 to 14.00; Double: 10.00 to 16.00; Twin: 11.00 to 16.00; Suites: 25.00 to 35.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 150.00
Net Exhibit Space: 5,238 Sq. Ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, tennis badminton, bowling (indoor and outdoor), swimming, riding

Hotel Vancouver (HSMA)

See Advertisement, Page 221

900 W. Georgia St. (Phone: MUtual 4-3131)
Manager: M. H. Burns
Convention Season: Sept. to June
Largest Group Accommodated: 350 (175 rooms including suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 8.00-12.00; Double: 11.00-16.00; Suites: from 25.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (650)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 20.00 up
Net Exhibit Space: 6,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, fishing

VICTORIA

Railroads: Can. Pac.; E.N.; C.N.
Airlines: TCA

Victoria Memorial Arena

1925 Blanshard St. (Phone: EV 4-0444)

Manager: Joe Dukowski
Exhibit Areas: 17,000 sq. ft.
Rental Fees and Services included in Rent: $500 per day
Ceiling Height: 62'
P. A. System: Cluster
Columns, Locations and Dimensions: None
Meeting Rooms and Capacities: 9
Facilities for Food Functions: Banquets up to 1,500
Distance from Business District: 4 blocks

Empress Hotel

See Advertisement, Page 217

Government St. (Phone: EV 4-8111)

Manager: Cyril Chapman
Convention Season: All year, except July and Aug
Largest Group Accommodated: 600 (300 rooms and 20 suites available)
Convention Rates: Single: 6.50-13.00; Double: 9.50-16.00; Suites: from 28.00. Rates subject to change
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, fishing, riding, swimming, boating, croquet

MANITOBA

WINNIPEG

Railroads: Can. Pac.; Can. Nat.; G.N.; N.P.; M. & M.
Airlines: CPA, TCA, NWA

The Fort Garry

See Advertisement, Page 221

Broadway Avenue (Phone: WH 2-8251)

Manager: W. G. Foster
Convention Season: All year
Largest Group Accommodated: 190 (105 rooms, 10 suites available)
Convention Rates: Single: 7.00-11.00; Double: 11.00-14.50; Suites: 18.00-23.00 single, 22.00-27.50 double. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 150.00
Charges for Exhibit Areas: Variable
Net Exhibit Space: 672 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf

Royal Alexandra Hotel

See Advertisement, Page 217

Higgins & Main (Phone: Whitehall 2-2141)
Manager: R. M. Deyell
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Convention Rates: Single: 7.50 to 13.00; Double: 11.00 to 18.00; Suites: 24.00 to 31.00. European. Rates subject to change
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 13,473 sq. ft. on two floors, included in meeting space
Stage: Available
Sports Facilities: Golf nearby

ST. ANDREWS

Railroads: Can. Pac.

Algonquin Hotel

See Advertisement, Page 217

Prince of Wales Street (Phone: 123)

Manager: F. L. Howard
Convention Season: June, early July and Sept.
Largest Group Accommodated: 350 (202 rooms, 11 suites available)
Convention Rates: Single: 15.00; Double: 26.00; Suites: 15.00 extra. American. Rates subject to change
No. Mtg. Rms. & Capacity of Largest: 4 (275)
No. Banquet Rms. & Capacity of Largest: 2 (425)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm and 16mm projectors
Stage: Available
Sports Facilities: Golf, shuffleboard, tennis, croquet lawn, putting green, horseshoe pitching, swimming, fishing

NOVA SCOTIA

HALIFAX

Railroads: Can. Nat.; Dom. At.
Airlines: Maritime, TCA

The Nova Scotian

See Advertisement, Page 221

Hollis Street (Phone: 3-7231)

Manager: R. S. Pitt
Convention Season: All year
Largest Group Accommodated: 135 (75 rooms, 3 suites available)
Convention Rates: Single: 8.50-11.00; Double: 12.50-15.00; Suites: 20.00-52.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (550)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.60; Dinner: 2.75
Liquor: Beer and wine with meals only
Charges for Mtg. Rms.: 10.00 to 170.00 per day
Net Exhibit Space: 1,600 sq. ft. on one floor. Separate area
Audio-Visual Aids: PA system, spotlights
Stage: Yes (24'x18')

KENTVILLE

Railroads: Dom. At.

Cornwallis Inn

See Advertisement, Page 217

(Phone: 3231)

Manager: Howard S. Walker
Convention Season: All year, but prefer not mid-summer
Largest Group Accommodated: 125 (65 rooms and 3 suites available)
Convention Rates: Single: 5.00 to 8.00; Double: 9.00 to 12.00
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: from .75; Lunch: from 1.50; Dinner: from 1.60
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 3.00 to 75.00
Net Exhibit Space: 2,030 sq. ft. on one floor
Stage: Available
Sports Facilities: Shuffleboard, golf

ONTARIO

HAMILTON

Railroads: C.P.R.; Can. Nat.; T., H. & B.

Sheraton-Connaught Hotel (HSMA)

See Advertisement, Page 215

112 King St., E. (Phone: Jackson 7-5071)
Gen. Manager: Crandall E. Lockhart
Sales Manager: James Havers
Convention Season: All year
Air Conditioning: Bedrooms, banquet & meeting rooms
Largest Group Accommodated: 650 (350 rooms, 15 suites available)
Convention Rates: Single: 5.85 to 9.00; Double: 8.85 to 13.50; Suites: 17.00 to 38.50
No. Mtg. Rms. & aCpacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.50; Dinner: from 2.75
Liquor: Served in hotel
Net Exhibit Space: 9,232 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, screens
Stage: Available
Sports Facilities: Golf nearby, swimming

KENORA

Railroads: C.P.

Devil's Gap Lodge

See Advertisement, Page 217

(Phone: Homestead 8-8195) (C.P. Telegraphs)
Manager: W. M. Farrer
Convention Season: June and September
Largest Group Accommodated: 88 (44 rooms available)
Convention Rates: Single: 15.00; Double: 27.00. American
No. Mtg. Rms. & Capacity of Largest: 1 (88)
No. Banquet Rms. & Capacity of Largest: 1 (88)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Permit must be obtained
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 480 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: Spotlights
Sports Facilities: Fishing, golf, swimming, shuffleboard ping pong

LONDON

Railroads: Can. Nat.; C.P.; N.Y.C.; L. & P.S.
Airlines: TCA

Hotel London

Dundas St. (Phone: GE 2-1801)
Manager: T. J. Squires
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms, 9 suites available)
Air Conditioning: Some bedrooms, some banquet rooms
Convention Rates: Single: 5.75-8.50; Double: 10.75-13.50. European
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 50.00
Charges for Exhibit Areas: 10.00 to 50.00
Net Exhibit Space: 2,500 sq. ft. on one floor, partially included in meeting space
Audio-Visual Aids: PA system, spotlights
Stage: Yes

MUSKOKA

Railroads: Can. Nat.

Bigwin Inn

Bigwin Post Office (Phone: Huntsville 740)

Owner: Frank S. Leslie
Convention Season: June to September 10
Largest Group Accommodated: 600 (300 rooms available)
Convention Rates: Single: 12.00 to 17.00; Double: 20.00 to 28.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, bowling, swimming, boating

NIAGARA FALLS

Railroads: Can. Nat.; Wab.; N.Y.C.; N. St. C. & T.
Airlines: Served through Niagara Falls, N. Y.

Sheraton-Brock (HSMA)

See Advertisement, Page 215

1685 Falls Avenue (Phone: Elgin 4-7441)

Manager: Albert A. Bonnett
Sales Manager: Edward Rix
Convention Season: All year
Largest Group Accommodated: 450 (235 rooms, 25 suites available)
Air Conditioning: 100 bedrooms, banquet rooms
Convention Rates: Single: 5.00-16.00; Double: 8.50 to 18.00; Suites: 20.00-60.00. Rate change Oct. 15-June 15. European
No. Mtg. Rms. & Capacity of Largest: 6 (850)
No. Banquet Rms. & Capacity of Largest: 6 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-200.00
Charges for Exhibit Areas: Variable
Net Exhibit Space: 20,000 sq. ft.—90% on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels
Stage: Yes
Sports Facilities: Golf, tennis, swimming, lawn bowling, bowling

OTTAWA

Railroads: Can. Nat.; C.P.; N.Y.C.
Airlines: EAL, TCA, CAI

CONVENTION BUREAU

Ottawa Tourist & Convention Bureau
70 Nicholas St. (2)
Gerald M. Geldert, Director

Chateau Laurier (HSMA)

See Advertisement, Page 221

Major's Hill Park (Phone: 2-6411)
Manager: C. A. Mann
Convention Season: All year—very large meetings not accepted during sessions of Federal Parliament
Largest Group Accommodated: 450 (250 rooms and 10 suites available)
Convention Rates: Single: 9.00-12.00; Double: 13.00-16.50; Suites: 20.50-31.50. European
No. Mtg. Rms. & Capacity of Largest: 9 (800)
No. Banquet Rms. & Capacity of Largest: 7 (800)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 7.50-300.00
Charges for Exhibit Areas: 15.00 per day—booth space 8' x 8'
Net Exhibit Space: 7,092 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, TV available on rental basis
Stage: Yes (12'x18')
Sports Facilities: Swimming pool in hotel, tennis and golf about 3 to 7 miles distant

TORONTO

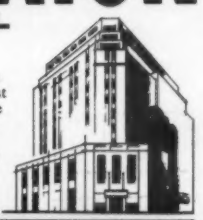
SHERATON
- CONNAUGHT HOTEL
IN HAMILTON, ONT.
Completely renovated and air conditioned meeting, convention and exhibit facilities — headed by the 850 guest Crystal Ballroom and 650 guest Sheraton Room together with a dozen other party and banquet rooms — provide the utmost in accommodations for any occasion.
400 rooms from $5.85 up
CRANDALL E. LOCKHART
General Manager



the welcome is wonderful at
SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada
EAST
NEW YORK — SPRINGFIELD, Mass.
BOSTON — ALBANY
WASHINGTON — ROCHESTER
PITTSBURGH — BUFFALO
BALTIMORE — SYRACUSE
PHILADELPHIA — BINGHAMTON, N. Y.
PROVIDENCE
MIDWEST
CHICAGO — INDIANAPOLIS
DETROIT — FRENCH LICK, Ind.
CLEVELAND, Ohio — RAPID CITY, S. D.
CINCINNATI — SIOUX CITY, Iowa
ST. LOUIS — SIOUX FALLS, S. D.
OMAHA — CEDAR RAPIDS, Iowa
AKRON
SOUTH
LOUISVILLE — NEW ORLEANS
DALLAS — MOBILE
WEST COAST
SAN FRANCISCO — PASADENA
LOS ANGELES — PORTLAND, Oregon
HAWAII
HONOLULU
CANADA
MONTREAL — NIAGARA FALLS, Ont.
TORONTO — HAMILTON, Ont.

SHERATON
- BROCK HOTEL
IN NIAGARA FALLS
New function rooms will accommodate 1,600 for meetings and 1,400 for banquets. 300 guest rooms. Unobstructed view of the American and Canadian Falls. Rainbow Dining Room, new air-conditioned Terrace Cocktail Lounge.
ALBERT A. BONNETT
General Manager



the welcome is wonderful at
SHERATON HOTELS

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EAST
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BALTIMORE — SYRACUSE
PHILADELPHIA — BINGHAMTON, N. Y.
PROVIDENCE
MIDWEST
CHICAGO — INDIANAPOLIS
DETROIT — FRENCH LICK, Ind.
CLEVELAND, Ohio — RAPID CITY, S. D.
CINCINNATI — SIOUX CITY, Iowa
ST. LOUIS — SIOUX FALLS, S. D.
OMAHA — CEDAR RAPIDS, Iowa
AKRON
SOUTH
LOUISVILLE — NEW ORLEANS
DALLAS — MOBILE
WEST COAST
SAN FRANCISCO — PASADENA
LOS ANGELES — PORTLAND, Oregon
HAWAII
HONOLULU
CANADA
MONTREAL — NIAGARA FALLS, Ont.
TORONTO — HAMILTON, Ont.

ONTARIO

Toronto continued

Railroads: C.P.R.; Can. Nat.
Airlines: AAL, CPA, TCA

CONVENTION BUREAU

Convention & Visitors Association
37 King St. East
William Murdoch, General Manager

AUDITORIUMS

Canadian National Exhibition Buildings

Exhibition Park (EM 6-7551)
Rental Manager: Ivan M. Brodie
Exhibit Areas: Automotive Building, 175,000 sq. ft.; Coliseum Arena, 23,500 sq. ft.; Coliseum East Annex, 75,000 sq. ft.; Coliseum West Annex, 75,000 sq. ft., Industry Building, 152,300 sq. ft.; Horticultural Building, 30,000 sq. ft.; Queen Elizabeth Exhibit Hall, 63,000 sq. ft.; Queen Elizabeth Theater, 1,325 seats
Rental Fees: Automotive Building, $1,200 per day, $500 per day for move-in and move-out time; Coliseum East Annex, $1,000 per day, $400 per day for move-in and move-out time; Coliseum West Annex, same rate as East Annex; Coliseum Arena, same rate as East Annex; Industry Building, same rate as Automotive Building; Horticultural Building, $700 per day, $350 per day for move-in and move-out time; Queen Elizabeth Exhibit Hall, $1,000 per day, $500 per day move-in & move-out, Queen Elizabeth Theatre $800 per day
Floor Load: Unlimited in all buildings except Horticultural which cannot take heavy machinery
P. A. System: Available in all buildings
Ventilation: Exhaust fan system; Exhibit Hall—Mechanical Theater—air conditioning
Ceiling Height: 18 ft. to 60 ft.; Exhibit Hall, min 16' max 22'
Elevators and Capacities: One freight, 3 tons, in Coliseum East Annex and one in West Annex
Dimensions, Opening to Exhibit Hall: 12 ft. by 14 ft., 14 ft. by 16 ft., 10 ft. by 12 ft.; Exhibit Hall, 12' x 15' & Theater, 12 x 12 stage door
Columns: Automotive Building, four rows, 8 in. by 10 in.; 8 in. by 10 in. columns in Coliseum Arena and Annexes permit 10-ft. booths and 16 ft. aisles; columns in Industry Building permit 12-ft. booths and 16-ft. aisles; no columns in Horticultural Building
Utilities: 60 cycle AC and DC current
Loading Facilities: Railroad siding behind Coliseum buildings and within half mile of others; loading facilities at Industry Building and Horticultural Building
Storage Areas: Ample
Meeting Rooms and Capacities: One meeting room in Automotive Building; one in each Coliseum Annex, seat 60 each
Facilities for Food Functions: Dining room & lounge banquet for 500
Parking Facilities: 10,000 cars
Distance from Business District: Two miles



DISTINCTIVE AND DOWNTOWN — Here's a beautifully modernized, air-conditioned setting for any convention, large or small. The decoration and furnishing are tasteful, the convention facilities unexcelled. Fifteen banquet and meeting rooms, including Crystal Ballroom seating up to 1,000. The King Edward Sheraton — first for conventions in Canada.

850 Rooms

A. Gordon Cardy, *General Manager*

CANADA	PITTSBURGH	BINGHAMTON, N. Y.	INDIANAPOLIS	NEW ORLEANS
MONTREAL	BALTIMORE	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama
TORONTO	PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	**WEST COAST**
NIAGARA FALLS, Ont.	PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO
HAMILTON, Ont.	SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES
EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	**SOUTH**	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	**HAWAII**
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU

O'Keefe Auditorium

(Open September 1960)
285 Victoria St. (Phone: EM 6-7231)
Manager: Hugh Walker
Exhibit Areas: 5,000 sq. ft. in lounge; hall, 2,500 sq. ft.
Ceiling Height: 22 ft. in hall
Elevators: One service elevator
PA System: Yes **Ventilation:** Air-conditioned
Utilities Available: AC, DC
Size of Storage Areas: Approx. 12,000 sq. ft.
Loading Facilities: Street level entrance
Seating Capacity: Theatre seating for 3,200
Facilities to Handle Food Functions: Banquet for 300
Parking Facilities: Approx. 700 cars on lots adjoining theater
Distance from Business District: In heart of business district

King Edward Sheraton Hotel (HSMA)

See Advertisement, Page 216

37 King Street, East (Phone: Empire 8-7474)
Manager: A. Gordon Cardy
Sales Manager: Kenneth C. Dutton
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-11.50; Double: 12.50-16.00; Suites: 19.00-38.00. European
No. Mtg. Rms. & Capacity of Largest: 17 (1,000)
No. Banquet Rms. & Capacity of Largest: 17 (750)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 17,112 sq. ft. on two floors, included in meeting space
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available

Lord Simcoe Hotel

University Ave. at King St. (Phone: EM 2-1848)
Manager: D. B. Mulligan
General Manager: W. H. Herchmer
Convention Season: Jan. to Dec.
Largest Group Accommodated: 1,200 (600 rooms, 30 suites available)
Air Conditioning: 150 bedrooms, banquet halls
Convention Rates: Single: 7.50-11.50; Double: 11.50-15.50; Suites: 21.00-31.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No Banquet Rms. & Capacity of Largest: 9 (280)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-100.00
Charges for Exhibit Areas: 15.00
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, lecterns, blackboards, easels. Projectors available on rental basis
Stage: Yes (6'x8'x8")

Park Plaza Hotel

Bloor St. & Avenue Road (Phone: WAlnut 4-5471)
Manager: Bing Morris
Convention Season: All year



Easily reached from the U. S., the modernized Royal York is situated in the heart of Toronto.

Now—new convention facilities at the largest hotel in the British Commonwealth

The Royal York offers more room, more luxury than ever before

You could almost call the Royal York *new*. And in a sense, it is! The hotel has been given an even more luxurious look. For increased relaxation, there's radio and television in every room. For added convenience, there's a seven-story garage where you can park your car and register at the same time. Most important is the addition of a 17-story, 400-room wing, bringing the total of rooms to 1,600! The Royal York is the largest hotel in the British Commonwealth.

Situated in the heart of metropolitan Toronto, this luxury hotel is easily reached from key U. S. cities! And once you reach the Royal York, here are the many convention facilities you'll find:

Seating capacity 7,500; serving capacity 10,000 meals at any one time. Air conditioning in all public rooms. Private banquet hall with stage and organ. Public address system. Sound projectors. Individual exhibition rooms. Cocktail lounges, ballrooms, cafes, restaurants, dancing and entertainment. Sight-seeing trips conveniently arranged.

Canadian Pacific

Canadian Pacific's smooth, efficient service will leave you more time to relax; to shop during the day or go to the theatre at night. You'll get more done, have more fun at the Royal York! For information and reservations, write to: Convention Traffic Department, Canadian Pacific Railway Company, Windsor Station, Montreal.

Thoughtfully planned meeting rooms help you relax—accomplish much more in a shorter time.



ONTARIO
Toronto continued

Largest Group Accommodated: 455 (100 rooms, 61 suites)
Air Conditioning: Banquet halls, some bedrooms
Convention Rates: Single: 10.00-12.00; Double: 12.00-16.00; Suites: 20.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 3.75
Charges for Mtg. Rms.: Upon request
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, 8mm and 16mm projectors
Stage: Yes (mobile)

Royal York Hotel (HSMA)

See Advertisement, Page 217

100 Front St., W. (Phone: EM 8-2511)
Manager: A. P. MacKinnon
Sales Managers: G. R. Street, J. L. MacAndrew
Convention Season: All year
Largest Group Accommodated: 2,000 (900 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 9.50 to 15.50; Double: 13.00 to 19.50; Suites: from 23.00
No. Mtg. Rms. & Capacity of Largest: 40 (2,200)
No. Banquet Rms. & Capacity of Largest: 40 (1,600)
Group Meal Rates: Breakfast: 1.75; Lunch: from 2.75; Dinner: from 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if 50 or more bedrooms used
Charges for Exhibit Areas: .06 per sq. ft.
Net Exhibit Space: 17,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, slide and movie projectors
Stage: Available

Seaway Hotel

894 Lakeshore Rd. (Phone: RO 6-4392)
Manager: Ben Orenstein
Sales Manager: R. Porter
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 3 suites available
Air Conditioning: Yes
Convention Rates: Single: 8.50-9.50; Double: 11.00-12.50; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Yes
Charges for Mtg. Rms.: 25.00-75.00
Charges for Exhibit Areas: 150.00-300.00
Net Exhibit Space: 5,000 sq. ft. all on one floor
Audio-Visual Aids: 16mm projector, PA system, spotlights
Stage: Yes
Sports Facilities: swimming

WINDSOR

Railroads: C.N.; C.P.; C. & O.; E.T.; N.Y.C.; Wab.
Airlines: TCA (Also served through Detroit)

Prince Edward Hotel (HSMA)

385 Ouellette Ave. (Phone Clearwater 3-2481)
Manager: Armour J. Weir
Convention Season: All year
Largest Group Accommodated: 350 (250 rooms, 8 suites available)
Air Conditioning: 45 bedrooms
Convention Rates: Single: 6.00 to 9.00; Double: 9.00 to 12.00; Suites: 21.00 to 34.00
No. Mtg. Rms. & Capacity of Largest: 4 (700)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 15.00
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 2,200 sq. ft. on more than one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, film projectors
Stage: Available
Sports Facilities: Golf and swimming nearby

PRINCE EDWARD ISLAND

CHARLOTTETOWN

Railroads: Can. Nat.
Airlines: Maritime

The Charlottetown

See Advertisement, Page 221

Kent Street (Phone: 7371)
Manager: J. F. Pellerin
Convention Season: All year
Largest Group Accommodated: 166 (80 rooms, 3 suites available)
Convention Rates: Single: 5.50 to 7.00; Double: 9.00-11.50; Suites: 16.50-23.50. European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 4 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: 5.00 to 15.00
Net Exhibit Space: Only space in meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golfing, tennis

QUEBEC

LAC BEAUPORT

FLY TCA TO CANADA'S
ATLANTIC PROVINCES



MEETING BY THE SEA

Planning a sales meeting or small convention? You'll *really* get away from it all in Canada's beautiful Atlantic Provinces! Although the trip takes only a few hours via TCA's smooth, quiet, comfortable, turbo-prop Viscount—you'll find there a different, unhurried world. Perfect for getting work done...for after-hours sports or sightseeing...for post-convention explorations. Next Spring, hold your get-together in New Brunswick, Nova Scotia, Prince Edward Island or Newfoundland. And *fly* there aboard a TCA turbo-prop Viscount.

For convention-planning assistance, see your Travel Agent or contact TCA in Boston, New York, Tampa/St. Petersburg, Miami, Cleveland, Detroit/Windsor, Chicago, Seattle/Tacoma, San Francisco, Los Angeles, or Washington, D.C.

TCA
TRANS-CANADA AIR LINES

Chateau Lac Beauport

See Advertisement, Page 219

Manager: Joseph G. Jolicoeur
Convention Season: All year except July & Aug.
Largest Group Accommodated: 150 (80 rooms, 8 suites available)
Air Conditioning: Meeting rooms, banquet halls
Convention Rates: Single: 15.00-17.00; Double: 12.00-14.00; Suites: 20.00-30.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms.: 2
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, 8mm projector, slide projector
Sports Facilities: Skiing, ice skating, sleighing, beach & pool, horseback riding, tennis, golf

MONTREAL

Railroads: C.P.; Can. Nat.; N.Y.C.; Rut.; D. & H., M. & S.C.
Airlines: CPA, EAL, NEA, TCA

AUDITORIUM

Show Mart
1650 Barrl St. (Phone: VI 9-8143)
Manager: Wilfrid Morin
Exhibit Areas: Exhibition Hall 150' x 500', 75,000 sq. ft.
Rental Fees and Services: 75.00 for 10' x 10' booth; standard booth skeleton supplied and erected, include light, heat, janitor and guard service.
Floor Load: 100 lbs. per sq. ft.
Ventilation: Forced
Ceiling Height: Center of hall (420 x 80) 25' ceiling, under mezzanine 11'
P. A. System: Yes
Dimensions, Opening to Exhibit Hall: 16 x 11 and 12 x 10
Columns, Location and Dimensions: 40 columns 18" x 18" under mezzanine
Current and Utilities Available: AC current, water, TV, telephone
Loading Facilities: Unload directly on floor
Location, Size of Storage Areas: 5,000 sq. ft. in basement

EASTERN CANADA'S NEWEST SMART RESORT

Just 10 miles from Quebec City



Chateau Lac Beauport



WHERE THE SUCCESS OF YOUR MEETING IS ASSURED IN ANY SEASON!

When **business** is the order of the day, we provide meeting rooms plus an experienced staff to relieve you of every detail. But when **relaxation** time comes, we really shine! A beautifully terraced swimming pool, tennis courts, nearby riding stable . . . or, in winter, our own T-bar skiing, skating and sleigh riding. Your inquiry is cordially solicited.

Facilities for up to 150 people

Chateau Lac Beauport

Lac Beauport 30, Quebec
Victoria 9-4468
In New York: Utell International, Essex House • Plaza 7-2981

SHERATON

the [illegible] name in HOTELS



The Sheraton-Mt. Royal offers 1100 modern, well appointed guest rooms. The Main Ballroom accommodates 1200 for meetings, 1000 for banquets. Other function rooms accommodate from 10 to 1000 people; all air-conditioned and newly renovated.

Garner A. Havers, Gen. *Manager* — Gaston Sylvestre, *Convention Sales Manager*

EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	**SOUTH**	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	**HAWAII**
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU
PITTSBURGH	BINGHAMTON, N. Y.	INDIANAPOLIS	NEW ORLEANS	**CANADA**
BALTIMORE	**MIDWEST**	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	**WEST COAST**	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

SHERATON

THE LAURENTIEN

MONTREAL

Located in the heart of the city, overlooking Dominion Square Park, the sleek Laurentien is one of Canada's most modern hotels. 1,000 rooms. Co-headquarters with the Sheraton-Mt. Royal for Montreal's largest conventions. 1000 rooms

J. GORDON McMICHAEL
General Manager



the welcome is wonderful at
SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST			
NEW YORK	SPRINGFIELD, Mass.		
BOSTON	ALBANY		
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PITTSBURGH	BUFFALO		
BALTIMORE	SYRACUSE		
PHILADELPHIA	BINGHAMTON, N. Y.		
PROVIDENCE			
MIDWEST			
CHICAGO	INDIANAPOLIS		
DETROIT	FRENCH LICK, Ind.		
CLEVELAND, Ohio	RAPID CITY, S. D.		
CINCINNATI	SIOUX CITY, Iowa		
ST. LOUIS	SIOUX FALLS, S. D.		
OMAHA	CEDAR RAPIDS, Iowa		
AKRON			
SOUTH			
LOUISVILLE	NEW ORLEANS		
DALLAS	MOBILE		
WEST COAST			
SAN FRANCISCO	PASADENA		
LOS ANGELES	PORTLAND, Oregon		
HAWAII			
HONOLULU			
CANADA			
MONTREAL	NIAGARA FALLS, Ont.		
TORONTO	HAMILTON, Ont.		

QUEBEC

Montreal continued

Number of Meeting Rooms and Capacities: One room, 200 people
Facilities for Food Functions: Dining room 250
Parking Facilities: 400 cars
Distance from Business District: 10 minutes from hotels

Laurentien Hotel (HSMA)

See Advertisement, Page 219

(Phone: UNiversity 6-4571)

Gen. Manager: J. Gordon McMichael
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms available)
Convention Rates: Single: 7.50-10.50; Double: 10.50-13.00; Suites: 17.70-37.00. European
No. Mtg. Rms. & Capacity of Largest: 1 (150)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75 to 3.75; Dinner: 2.75 to 4.00
Liquor: Served in hotel
Air-Conditioning: Banquet and meeting rooms, 500 bedrooms
Charges for Banquet & Mtg. Rms.: 50.00 per day
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system

The Queen Elizabeth (HSMA)

See Advertisement, Page 220

900 Dorchester Blvd., West (Phone: UNiversity 1-3511)
Manager: Donald M. Mumford
Director of Sales: Thomas H. McAlevey
Convention Season: All year
Largest Group Accommodated: 2,500 (1,216 rooms, 120 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-13.00; Double: 13.00-20.00; Suites: 27.00-90.00. European
No. Mtg. Rms. & Capacity of Largest: 30 (2,500)
No. Banquet Rms. & Capacity of Largest: 30 (2,000)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 15,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (14'x46')

Sheraton-Mt. Royal (HSMA)

See Advertisement, Page 219

Peel St. (Phone: PL-7777)
Manager: Garner A. Havers
Convention Manager: Gaston Sylvestre
Convention Season: All year
Largest Group Accommodated: 1,200 (500 rooms, 25 suites available)
Air Conditioning: 750 bedrooms, banquet and meeting rooms
Convention Rates: Single: 8.50-14.50; Double: 12.00-16.00; Suites: 24.50-56.50. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (1,200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 16,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, skiing nearby

MOUNT TREMBLANT

Railroads: C.P.

Mont Tremblant Lodge

See Advertisement, Page 222

(Phone: St. Jovite 83)

Pres. & Mng. Dir.: Mrs. Joseph B. Ryan
Convention Season: June 15 to Oct. 15, Dec. 19 to Apr. 15
Largest Group Accommodated: 300 (183 rooms available)
Convention Rates: Single 14.00; Double: 26.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (350)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Liquor: Served in bars only
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,263 sq. ft.
Audio-Visual Aids: 16mm sound projector, screen, blackboards, PA system
Stage: Available
Sports Facilities: Skiing, swimming, putting green

MURRAY BAY

Railroads: C.N.

Manoir Richelieu (HSMA)

See Advertisement, Page 222

(Phone: Montreal: AVenue 8-0231)
Manager: Lewis P. Beers
Sales Manager: H. M. Costello
Convention Season: June, late Aug. and Sept.
Largest Group Accommodated: 600 (311 rooms, 11 suites, 6 cottages, available)
Convention Rates: Single: 17.00; Double: 34.00; Parlors: 17.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (650)
No. Banquet Rms. & Capacity of Largest: 1 (700)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 12,954 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm projector
Stage: Available
Sports Facilities: Golf, fishing, swimming putting, croquet, lawn bowling, riding, horseshoes, tennis

QUEBEC

Railroads: C.P.; C.N.; Q. Cent.; Q.R.L. & P. Airlines. TCA, Quebecair

AUDITORIUM

Exhibition Park
(Phone: LA 5-5120)
Manager: Emery Boucher

Le Reine Elizabeth & *The Queen Elizabeth*

THE LATEST WORD IN SERVICE FOR CONVENTIONS!



You and your group are assured of the most efficient attention, gracious service, and the ultimate in function facilities when you hold your convention or sales meeting at The Queen Elizabeth, Canada's newest and finest hotel. Here are 15,000 square feet of exhibit space, 23 meeting rooms for up to 3,000 for meetings or 2,000 for banquets . . . *and* 1,216 spacious guest rooms, each with individually controlled electronic heating and air conditioning. Yours at The Queen Elizabeth are the same impeccable service and superb convention facilities as thousands have enjoyed at The Waldorf-Astoria, Palmer House and other Hilton Hotels in the United States.
Added welcome conveniences are the direct indoor connections to the garage (free to room guests), the Canadian National Railways Station and Montreal Air Terminal. Delegates attending conventions here will thoroughly enjoy their visits to Montreal, where British institutions and French traditions are delightfully blended. Plan now for your next meeting at Montreal's most modern convention hotel.

THE QUEEN ELIZABETH
MONTREAL, CANADA (*a C.N.R. Hotel*)
Donald M. Mumford, General Manager

For information contact The Queen Elizabeth, Montreal, Canada—Telephone UNiversity 1-3511, or Sales Division, Hilton Hotels International, The Waldorf-Astoria, New York 22, N.Y.—Tel. MUrray Hill 8-2240.

THE QUEEN ELIZABETH

Your new convention host in Montreal

The ultra-modern Queen Elizabeth, conveniently located in the heart of gay, colourful and provocative Montreal, is the latest addition to the growing family of fine Canadian National Hotels. With 1216 bedrooms, and facilities for more than 4000 for meetings, the Queen Elizabeth is a 'natural' for large conventions. Other fine Canadian National Hotels are especially designed to provide superb facilities and accommodations. In colourful settings from coast to coast, CNR Hotels render a complete service for conventions.

LE REINE ELIZABETH



For full information, including thorough travel and convention-planning services, write:
A. P. Lait, Manager, Convention Bureau, Canadian NATIONAL Railways, Montreal, Canada.

MONTREAL • The Queen Elizabeth,* Le Reine Elizabeth
OTTAWA • Chateau Laurier
JASPER NATIONAL PARK • Jasper Park Lodge
VANCOUVER • Hotel Vancouver‡
EDMONTON • The Macdonald
SASKATOON • The Bessborough
WINNIPEG • The Fort Garry
HALIFAX • The Nova Scotian
CHARLOTTETOWN • The Charlottetown
ST. JOHN'S • Newfoundland Hotel

*A CNR Hotel Operated by Hilton of Canada, Ltd.
‡Under joint management of the Canadian National Railways and the Canadian Pacific Railway Company.



TRAVEL RELAXED...TAKE THE TRAIN

CNR CANADIAN NATIONAL RAILWAYS

nord et sud

Search where you will, you'll have a hard time finding as charming a spot as Mont Tremblant Lodge for your next meeting! Here, at the foot of the Laurentians' highest peak, is a complete French-Canadian village with every facility, every service to delight your delegates. Comfortable accommodations for up to 300 persons . . . an experienced staff to handle all details . . . a wide variety of meeting rooms at your disposal . . . delicious food.

In winter or in summer there is every opportunity here for work and play at one of the most famous resort clubs in the Americas. Rates are surprisingly modest, and your inquiry is respectfully solicited.



Mont Tremblant Lodge
Club & Cottages
Mont Tremblant, P. Q. Canada

80 miles north of Montreal

Siegfried Faller, Jr., Sales Mgr.
Telephone: St. Jovite 83

FRENCH CANADA . . .
First Choice for SUCCESSFUL CONVENTIONS

The Manoir Richelieu
AND COTTAGES
MURRAY BAY, QUEBEC

Superb resort living for groups up to 600, all-inclusive rates . . . come in June, late August or September. In the pine-scented Laurentians overlooking the St. Lawrence . . . large Casino for meetings and dancing. Championship golf, tennis, Lido beach, heated saltwater pool, excellent fishing. Superb cuisine.

Write for detailed Convention brochure to H. M. Costello. Convention Dept., Box 100, Montreal, Canada.

A DIVISION OF CANADA STEAMSHIP LINES



QUEBEC

Quebec continued

Exhibit Areas: Commercial Building, 40,000 sq. ft.; Industrial Pavilion, 15,000 sq. ft.; Agricultural Pavilion, 51,000 sq. ft. on two floors; Cattle Pavilion, 16,000 sq. ft.; New "Varieties" Pavilion, 5,850 sq. ft.
Rental Fees: On application. No services included
Floor Load: Unlimited. **Ventilation:** Forced
Ceiling Height: from 15 to 60 ft.
PA System: Available on rental
Dimensions, Opening to Exhibit Hall: Sufficient to take care of any load
No. of Elevators and Capacity: One-1,500 lbs. in Agricultural Pavilion
Columns, Locations and Dimensions: None in Exhibit area
Utilities Available: Electricity, water and drain
Loading Facilities: Excellent
Railroad Sidings: Nearby on ground
Locations of Storage Buildings: 8 to 10 sheds, 20 & 100 each
Number of Meeting Rooms and Capacities: Agriculture Pavilion: Three, 30 each
Facilities to Handle Food Functions and Banquet Capacity: Lunch counter; banquet for 600 can be arranged
Parking Facilities: 3,000 cars
Distance from Business District: One mile

Chateau Frontenac

See Advertisement, Page 217

Des Carrieres St. (Phone: LA 23861)

Manager: G. J. Jessop
Convention Season: All year, except July 1 to Sept. 15
Largest Group Accommodated: 700 (300 rooms and 15 suites available)
Convention Rates: Single: 6.50-16.00; Double: 9.50-21.00; Suites: 30.00-40.00. European. Rates subject to change
No. Mtg. Rms. & Capacity of Largest: 9 (750)
No. Banquet Rms. & Capacity of Largest: 8 (700)
Group Meal Rates: Breakfast: from .85; Lunch: from 1.60; Dinner: from 1.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None for meeting rooms, if convention consists of 200 or more persons
Audio-Visual Aids: 35mm sound projector, 16mm filmosound projector, 16mm silent projector, slide projectors

Hotel Saint Louis

33 St. Louis St. (Phone: LA 2-2771)
Manager: Henri J. Gohier
Convention Season: All year, except July and August
Largest Group Accommodated: 150 (75 rooms, 2 suites available)
Convention Rates: Single: 6.00-8.00; Double: 9.00-12.00; Suites: 18.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: .50; Lunch: 1.50; Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 10' x 10'
Sports Facilities: Swimming, tennis, golf, skiing, skating, tobagganning, boating

STE. ADELE

Railroads: C.P.; Can. Nat.; N.Y.C.; Rut.; D. & H.; M. & S.C.—all to Montreal

The Chantecler (HSMA)

See Advertisement, Page 222

(Phone: CApital 9-3555)
Manager: A. E. Marin
Sales Manager: Leslie C. Powell
Convention Season: Labor Day to pre-Christmas; Jan. 7-31; mid March-June 30
Largest Group Accommodated: 200 (70 rooms, 6 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 13.00 to 23.00; Double: 12.50 to 17.00; Suites: 15.50 to 20.00. American
No. Mtg. Rms. & Capacity of Largest: 8 (900)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor, included as meeting room if desired
Audio-Visual Aids: PA system, spotlight, 16mm sound and 35mm slides, projectors
Stage: Available
Sports Facilities: Fishing, swimming (year round), tennis, golf, riding, boating, skiing, curling, skating

Le Montclair Inn & Cottages (HSMA)

(Phone: Capital 9-3541)
Manager: Roger Couillard
Convention Season: All year except Dec. 24-Jan. 10; July 10-Aug. 15
Largest Group Accommodated: 135 (75 rooms, available)
Convention Rates: Single: 10.50-14.50; Double: 10.00-12.50. 10% reduction out of season. American
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm, 8mm projectors, screen
Stage: Yes (30'x15')
Sports Facilities: Skiing, swimming, golf, boating, fishing, tennis, riding

STE. AGATHE DES MONTS

Railroads: C. N.; C. P.

Laurentide Inn (HSMA)

(Phone: 391)
Manager: Kenneth W. Harrison

Convention Season: All year, except July and Aug.
Largest Group Accommodated: 125 (60 rooms, 2 suites available)



The Chantecler *the complete hotel for conventions, meetings;*
45 miles north of Montreal in the Laurentians

Plan a successful event in this unique lake-and-mountain area where Canada's premier year-'round resort offers every service and facility.

Accommodates up to 225 people • variety of large and small meeting rooms with necessary equipment • banquet facilities • outstanding French cuisine • delightful atmosphere in picturesque French-Canadian setting • reasonable American Plan rates • all sports in season plus indoor heated solarium pool. *For folder, write to S. M. Powell, Chantecler, Ste. Adele, P. Q., Canada.*

MEMBER HOTEL SALES MANAGEMENT ASSOCIATION

Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 15.00; Double: 24.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 1 (120)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available
Sports Facilities: Golf, tennis, riding, swimming, fishing, winter skiing, skating
Hotel Representative: William P. Wolfe Organization (see pg. 29)

The Manor House (HSMA)

See Advertisement, Page 223

(Phone: 420)
Manager: Joseph B. Laing
Convention Season: All year except Feb., July, Aug.
Largest Group Accommodated: 125
Air Conditioning: 10 bedrooms
Convention Rates: Single: 12.00 to 15.00; Double: 18.00 to 24.00
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, 16mm sound projector
Stage: Available
Sports Facilities: All summer and winter sports; golf 20 minutes from hotel

INCENTATIVE PROGRAM for FRENCH CANADA
Just One Hour Easy Travel North of Montreal on New Autoroute No. 11
Complete Facilities for Sales Groups of Incentative Programs 20 to 100 Persons
Attractive All-Inclusive Rates—No Extras
Folder C **MANOR HOUSE** AAA
Ste. Agathe des Monts 29, P. Q. Canada

STE. MARGUERITE STATION

Railroads: Can. Pac.

Alpine Inn and Cottages (HSMA)

See Advertisement, Page 223

Ste Marguerite Station (Phone: Ste Marguerite 106)
President: H. F. Gibson
Convention Season: All year except July and Aug.
Largest Group Accommodated: 190 (98 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 16.00-20.00; Double: 26.00-32.00; Suites: from 20.00. American
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 3.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,940 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, 16mm projector, screen
Stage: Platforms
Sports Facilities: Golf, putting green, tennis, skating, heated swimming pool
Hotel Representative: William P. Wolfe Organization (see pg. 29)

Chalet Cochand (HSMA)

Ste. Marguerite Stn. (Phone: CA 8-2511
Manager: Louis Cochand
Sales Manager: M. Lessard
Convention Season: April 1-July 1, Sept. 15-Dec. 15
Largest Group Accommodated: 130 (72 rooms, 7 suites available)
Convention Rates: Single: 10.00 to 15.00; Double: 9.50 to 13.50; Suites: 11.50 to 15.00. American
No. Mtg. Rms. & Capacity of Largest: 4 (125)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 2.75 to 3.50
Liquor: Served in hotel
Net Exhibit Space: 900 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, 16mm projectors, blackboards
Stage: Available
Sports Facilities: Complete winter and summer sports
Hotel Representatives: Robert F. Warner, Inc., William P. Wolfe Organization (see pg. 29)

TADOUSSAC

Railroads: C.N.R.—to Murray Bay, then bus or C.S.L. steamer

Tadoussac Hotel

(Phone: 20)
Manager: Leslie K. Sheppard
Convention Season: End of June, early July, end of Aug.
Largest Group Accommodated: 225 (130 rooms, 4 suites available)
Convention Rates: Single: 13.00-16.00; Double: 26.00-30.00; Suites: 40.00. American
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 1 (225)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,200 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system spotlights
Stage: Available
Sports Facilities: Golf, tennis, swimming pool, lawn bowling, putting green, fishing, billiard room, ping pong, shuffleboard

SASKATCHEWAN

REGINA

Railroads: C.P.; C.N.
Airlines: Pacific Western, TCA



the Alpine Inn and Cottages

A CARDY HOTEL
Vernon G. Cardy, *President* — H. F. Gibson, *Manager*

CANADA'S FINEST CONVENTION HOTEL

60 minutes north of Montreal in the LAURENTIAN MOUNTAINS
Ste-Marguerite Station, Quebec.

- Completely air-conditioned.
- American plan accommodation for 200 guests.
- Private meeting rooms.
- 16 mm projector, P. A. system.
- Alpine style bar. Dow Jones tape ticker.
- In the relaxing quiet of the mountains Conventions produce results.
- Dancing, swimming, golf, tennis, hiking.
- Internationally famous cuisine.
- Comfortable lounges.

Free illustrated booklet available on request.

For reservations and full details write to: H. F. Gibson, Mgr., or contact our New York Representative, William P. Wolfe Organization, 500 Fifth Ave., Tel. LOngacre 5-1114.

SASKATCHEWAN
Saskatoon continued

Hotel Saskatchewan

Victoria & Scarth Sts. (Phone: LA 2-7691)
Manager: C. M. Rennie
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 5 suites available)
Convention Rates: Single: 9.00-13.50; Double: 13.00-17.50; Suites: 22.00 up. European
No. Mtg. Rms. & Capacity of Largest: 11 (400)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Liquor: With permit only
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 6,363 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, swimming

SASKATOON

Railroads: C.P.; C.N.
Airlines: Pacific Western, TCA

Bessborough Hotel

See Advertisement, Page 221

Spadina Cresent (Phone: 5521)
Manager: H. J. Gunning
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 5 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single, from 7.00-10.00; Double: 9.50-13.00; Suites: from 18.00
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 5 (550)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-125.00 per day
Charges for Exhibit Areas: 125.00-175.00
Net Exhibit Space: 3,448 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (20'x30')

U. S. ISLAND POSSESSIONS

PUERTO RICO

BARRANQUITA

El Barranquitas (HSMA)

See Advertisement, Page 224

Manager: Chester Layton
Sales Manager: Leo J. Ethier
Convention Season: All year
Largest Group Accommodated: 75 (30 rooms, 4 suites available)
Convention Rates: Single: 10.00-14.00; Double: 13.00-17.00; Suite: 28.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (75)
No. Banquet Rms. & Capacity of Largest: 1 (75)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Yes
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes
Sports Facilities: Swimming, tennis, riding, pitch-putt golf course
Hotel Representative: Utell International (see pg. 29)

SAN JUAN

Airlines: DAL, EAL, PAA, Trans Caribbean



the Big Change in Puerto Rico's Horizon

La Concha offers exciting newness, spectacular beauty —against a backdrop of foreign enchantment!

Old-world charm, exotic, foreign flavor—fascinating places to go, new things to do—plenty of sun, ocean fun! These are the rewards of meeting away from the ordinary . . . in the Caribbean . . . in Puerto Rico!

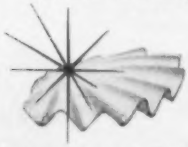
And because Puerto Rico is a part of the United States, you'll feel right at home here—with American conveniences, American cuisine to suit your mood, and no language or currency problems to bother you. Today, some of the biggest conventions are being held in Puerto Rico . . . where you're at home *abroad!*

The magnificent, new la Concha—now in its second season—is located on its own ocean beach, in the fashionable Condado section of San Juan. Facilities for your enjoyment include cabana club, king-size pool, two main dining rooms, night club, three cocktail lounges. Tennis on premises. Golf privileges. Completely air conditioned. 250 rooms. No passports, visas, or vaccinations necessary for U.S. citizens.

La Concha was designed—and staffed—with the handling of conventions, sales meetings, and other groups in mind. The grand ballroom will accommodate 700 persons . . . other meeting and banquet rooms adapt themselves to smaller groups. La Concha is completely equipped to provide sound, projection, and lighting equipment—and other accessories—as well as photographic, publicity, and secretarial services. *Attractive convention rates!*

Send for Colorful Convention Brochure!

If you like your meetings with a dash of the unusual, send for your free copy of la Concha's beautiful and comprehensive convention brochure. Write to: Henning Mogensen, Acting General Manager, Hotel la Concha, San Juan, Puerto Rico. William P. Wolfe Organization, Representatives.



la Concha

HOTEL, BEACH & CABANA CLUB
SAN JUAN, PUERTO RICO

HENNING MOGENSEN,
Acting General Manager

AN ASSOCIATED FEDERAL HOTEL • Cecil Mills, President

MEETINGS CLICK IN PUERTO RICO!

A gracious setting for your next meeting



Condado Beach Hotel
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. . . or an hour's drive into the cool green hills



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Get the full convention story on any or all of these fine hotels from: Sales Division, Hilton Hotels International, The Waldorf-Astoria, New York 22, N. Y. Telephone MUrray Hill 8-2240

Hilton Hotels International

CONRAD N. HILTON
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AND . . . more of the finest in flexible convention facilities



habana hilton

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- Banquet facilities for 50 to 1300
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- 630 air-conditioned rooms, each with private balcony
- Pool and Cabana Club
- No passport or currency problems
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Everything, including your meetings, absorbs the vivid colors of this historic metropolis. Meetings from 40 to 350 persons, and all 400 rooms air-conditioned. Also, Las Brisas Hilton in Acapulco. Ideal setting for post-convention visit.

LET El San Juan Intercontinental

make your convention unconventional this year!

Board meetings on the beach? Big deals in the dining room? Private caucuses in the cocktail lounge? Or formal assemblies in banquet rooms that hold up to 1500? They're all awaiting your business-and-pleasure at the San Juan Intercontinental, located on 15 beautiful acres in sunny Puerto Rico.

In Puerto Rico, you have all the fun of a foreign land—with no passports, inoculations, visas, or customs to complicate your planning. At the San Juan Intercontinental, you'll have restaurants, bars, pool, cabana club, nearby golf course and our own 1500-foot private beach—finest on the island—*plus* all the service and efficiency of an outstanding convention hotel!

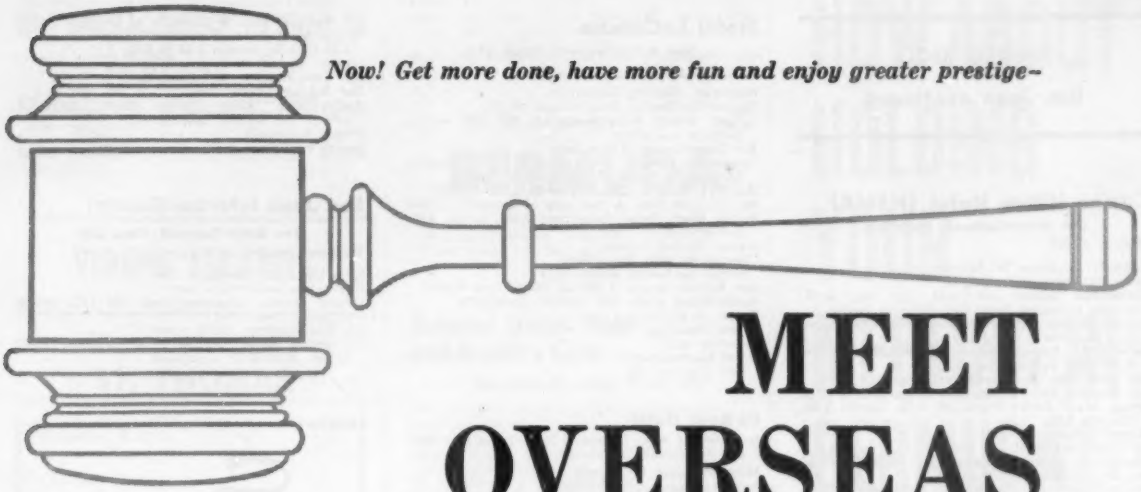
The San Juan Intercontinental is just *one* of 15 modern Intercontinental Hotels in 11 friendly foreign lands. All are supervised to American standards.

Phone your travel agent or Intercontinental Hotels (in New York—STillwell 6-5858, in Miami—FRanklin 1-6661). Or write Intercontinental Hotels, Chrysler Bldg., New York 17.



INTERCONTINENTAL HOTELS

The World's Largest Group of International Hotels



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MEET OVERSEAS

in the Convention Capital of the Caribbean

PUERTO RICO







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Perfect setting for business and pleasure!
Centuries-old churches, buildings, fortifications contrast dramatically with finest luxury hotels (Caribe Hilton, Condado Beach, Dorado Beach, Intercontinental, La Concha, La Rada), distinguished restaurants, theatres, night spots, golf courses, beaches. Fishing is fabulous, there are sports of all sorts, and always breath-taking is the island's tropic beauty, its aura of romance, and consistently temperate climate. Everything you need for a successful sales meeting or convention is here. Working hours are more rewarding—for everyone is more relaxed, alert . . . and you enjoy the fresh perspective, greater prestige of meeting *overseas.*

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- You enjoy the safety, comfort and efficiency of scheduled air travel on Super DC-6B radar-equipped planes, including hors d'oeuvres, meals and beverage service.
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Your travel agent will be pleased to arrange any Trans Caribbean "Group-Air" Flight, at no additional cost. Consult him or

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"Group-Air" Department

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PUERTO RICO

San Juan continued

Caribe Hilton Hotel (HSMA)

See Advertisement, Page 225

(Phone: 30030)

Manager: Alphonse W. Salome, Jr.
Sales Manager: Felix Alegria
Convention Season: All year, but only small groups accepted from Dec. through Easter.
Largest Group Accommodated: 420 (200 rooms and 10 suites available)
Convention Rates: Single: 12.00-14.00; Double: 16.00-18.00; Suites: 28.00-50.00
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinners: 5.00
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: 10.00 to 150.00
Net Exhibit Space: 3,478 sq. ft.
Audio-Visual Aids: 16mm and 35mm sound projectors, stereoptican machine, screens, film strip projector, PA system, spotlights

Sports Facilities: Swimming, tennis, golf, fishing, beach, pool

Condado Beach Hotel (HSMA)

See Advertisement, Page 224

Managing Director: James Weber
Manager: Frederick E. Dieterle
Convention Season: All year
Largest Group Accommodated: 120 (60 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 13.00-21.00; Double: 16.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Minimum
Charges for Exhibit Areas: Minimum
Net Exhibit Space: 1,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, screen
Stage: Available
Sports Facilities: Tennis, pool, volleyball, swimming, fishing
Hotel Representative: Utell International (see pg. 29)

Hotel LaConcha

See Advertisement, Page 224

Ashford Avenue (Phone: 3-6090)
Manager: Henning Mogensen
Convention Season: May 15-Dec. 14
Largest Group Accommodated: 400 (200 rooms, 16 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: from 13.00; Double: from 16.00; Suites: from 35.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 5,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Tennis, swimming, shuffleboard, nearby golf
Hotel Representative: William P. Wolfe Organization (see pg. 29)

La Rada Hotel

Dr. Ashford Ave. (Phone: 3-2800; Telegraph: Larada San Juan)
Manager: Jose E. Algeria
Res. Manager: June Christensen
Sales Manager: Miss Maria E. Coca
Convention Season: All year except Dec. 15-March 31
Largest Group Accommodated: 112 (50 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-18.00; Double: 12.00-20.00; Suites: 20.00 up. European
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Group Meal Rates: Breakfast: 1.00 up; Lunch: 2.50; Dinner: 5.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Sports Facilities: Swimming pool or beach, water skiing, boating, golf, tennis
Hotel Representatives: Jim Mills & Associates, Inc., Robert F. Warner, Inc. (see pg. 29)

Normandie Hotel

Manager: William C. Otero

Convention Season: All year, except Jan. 15 to Apr. 1
Largest Group Accommodated: (40 to 90 rooms and 6 suites available)
Convention Rates: Variable with size of groups
No. Mtg. Rms. & Capacity of Largest: 4 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: .75 to 1.50; Lunch: 1.25 to 2.75; Dinner: 2.00 to 4.50
Liquor: Served in hotel
Air Conditioning: 40 bedrooms
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: 16mm sound projector, screen, PA system, spotlights
Stage: Available
Sports Facilities: Beach, pool, fishing

San Juan Intercontinental

See Advertisement, Page 226

Manager: Harley J. Watson

Sales Manager: Santiago Sifre
Convention Season: All year
Largest Group Accommodated: 650 (303 rooms, 65 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 11.00; Double: 14.00; Suites: 28.00-50.00. European

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St. Croix, Virgin Islands, U.S.A.



Perfect

for up to 75 persons in search of a "different" informal setting.

On the blue Caribbean with a 150' swimming pool, carved right into the ocean.

2000 square feet lounge for meetings. Free port shopping. Sailing — Fishing — Snorkeling.

Modified American plan from $10 in summer, from $17 in winter.

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EASTERN AIR LINES

Serving 95% of the Nation's Convention Cities

Audio-Visual Aids: Slide and movie projectors PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, beach, fishing

No. Mtg. Rms. & Capacity of Largest: 4 (1,500)
No. Banquet Rms. & Capacity of Largest: 4 (1,200)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm., slide projectors
Stage: Available
Sports Facilities: Swimming, volley ball, shuffleboard

VIRGIN ISLANDS

ST. THOMAS

Airlines: BWAI, CBA, PAA
Steamships: P. & O.

Virgin Isle Hotel

(Phone: 690; Telegraph: Virgisle)
Manager: Henry L. Kimelman
Managing Director: Henry L. Kimelman
Convention Season: All year—except Dec. 20-Jan. 5 and Jan. 20-Mar. 20
Largest Group Accommodated: 170 (75 rooms, 8 suites available)
Air Conditioning: Banquet rooms
Convention Rates: May 1 to Nov. 30—Single: 19.00; Double: 29.00; Suites: 45.00-50.00. Dec. 1 to Apr. 30—Single: 24.00; Double: 36.00; Suites: 60.00 to 65.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Yes
Sports Facilities: Tennis, pool, golf, beach, deep sea fishing, snorkeling, water skiing, shuffleboard, sailing, ping pong
Hotel Representative: Jim Mills & Associates (see pg. 29)

BERMUDA

Airlines: CUBANA, DAL, EAL, PAA, TCA
Steamships: Furness

Belmont Manor Hotel and Country Club

See Advertisement, Page 229

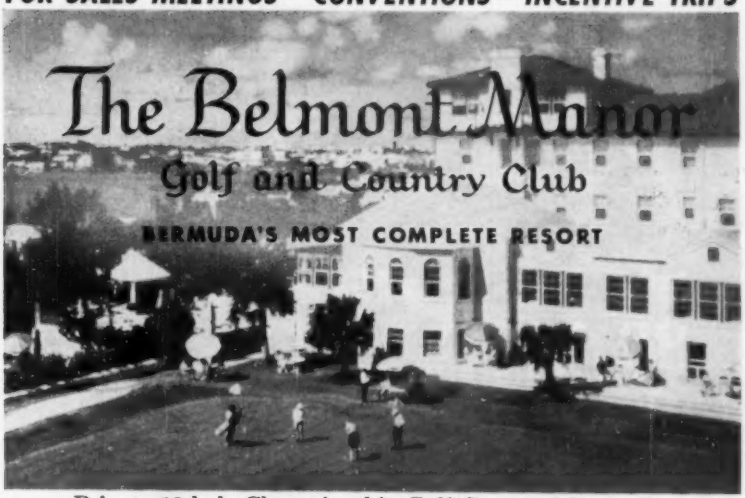
(Phone: 1301; Telegraph: Belmont-Bermuda)
Manager: Helmut Chiettini
Convention Season: All year
Largest Group Accommodated: 200 (80 rooms, 20 suites available)
Air Conditioning: Some bedrooms
Convention Rates: Upon request. Modified & full American plan
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 7 (350)

Bermudiana Hotel

See Advertisement, Page 230

Hamilton
Manager: Carroll F. Dooley
Convention Season: November to March
Largest Group Accommodated: 450 (235 rooms plus suites)
Air Conditioning: Entire hotel
Convention Rates: Single 22.00 to 30.00; Double: 28.00 to 40.00; Suites: 60.00
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (450)

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Private 18 hole Championship Golf Course right on the grounds . . . the fabulous new Sapphire Pool—a comfortable 80° always . . . dancing and entertainment nightly. Beautifully situated on the Great Sound, across from Hamilton. Accommodations for up to 225 guests with meeting rooms for 450 persons.

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The

Bermudiana

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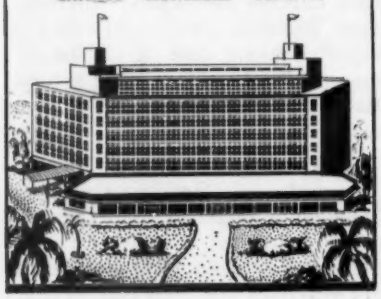
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Carroll E. Dooley, *Mgr. Dir.*

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BERMUDA
continued

Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Usually none
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors, blackboards
Stage: Yes
Sports Facilities: Swimming pool, private beach club, golf, tennis, shuffleboard, game room
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes (12x24)
Sports Facilities: Golf, tennis, heated salt water pool, croquet, water skiing, boating

The Castle Harbour (HSMA)

See Advertisement, Page 230

(Phone: 7661)
Manager: John C. Fischbeck
Sales Manager: Edwin K. Williams
Convention Season: All year, except Easter season
Largest Group Accommodated: 500 (300 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: March to May—Single: 22.00-32.00; Double: 34.00-50.00; Suites: 65.00-120.00. June to Feb.—Single: 20.00-30.00; Double: 32.00-48.00; Suites: 65.00-120.00
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 5.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,660 sq. ft.

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pleasure...



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Castle Harbour

For top attendance, the Island's *largest* seaside resort . . . every facility for a successful convention . . . *finest* beach, pool, golf, tennis, sailing. 300 rooms, air-conditioned, master chef cuisine.

JOHN C. FISCHBECK II, Gen. Mgr.

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William P. Wolfe Org., Reps.
500 5th Ave., New York 36 LO 5-1114
Boston, Chicago, Cleveland, Miami, Phila., Toronto

Audio-Visual Aids: Slide and movie projectors PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, beach, fishing, golf, tennis, shuffleboard
Hotel Representative: William P. Wolfe Organization (see pg. 29)

Elbow Beach Surf Club

(Phone: 4301; Telegraph: Elbow Beach)
Manager: E. R. Hetland
Convention Season: Nov. to March
Largest Group Accommodated: 300 (150 rooms, 6 suites available)
Air Conditioning: 60 bedrooms, banquet rooms
Convention Rates: Single: 22.00-30.00; Double: 32.00-40.00; Suites: 45.00-50.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, 16mm sound, 35mm slide projectors
Stage: Available
Sports Facilities: Tennis, shuffleboard, private beach, gameroom
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

Mid Ocean Club

Tucker's Town (Phone: 7111; Telegraph: Midoclub)
Manager: Gordon D. Hutchings
Convention Season: Jan., Feb., Aug., Sept., Oct. 1-15, Dec. 15-31
Largest Group Accommodated: 40 (20 rooms, 1 suite available)
Air Conditioning: Some bedrooms
Convention Rates: Single: 18-30.00; Double: 32.00-50.00; Suites: 60.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None usually
Net Exhibit Space: None
Audio-Visual Aids: Available
Stage: No
Sports Facilities: Golf, tennis, sailing, swimming

Hotel St. George

St. George's Parish (Phone: Bermuda 9143; Telegraph: Dragon Bermuda)
Manager: Richard Toohill
Largest Group Accommodated: 175 (99 rooms)
Air Conditioning: Banquet halls
Convention Rates: Single: 14.00 to 20.00; Double: 22.00 to 32.00; Modified American
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms.: 3
Group Meal Rates: Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,275 sq. ft. all on one floor included in meeting room space
Audio-Visual Aids: Blackboards, lecterns, PA system, spotlights
Stage: Yes
Sports Facilities: Golfing, ocean fishing, indoor swimming pool, tennis, shuffleboard, croquet, ping pong

BAHAMA ISLANDS

CAT CAY

Cat Key Club (HSMA)

See Advertisement, Page 232

Manager: William Kenoyer
Sales Manager: John F. Monahan
Convention Season: Easter to late May, early Dec. to late Jan.
Largest Group Accommodated: 80 (100 rooms available)
Convention Rates: 25.00 per person, American
No. Mtg. Rms.: 2
Liquor: Served at both Yacht Club and Kitten Key Bar



The British Colonial

A GILL HOTEL

NASSAU, BAHAMAS

Center of Nassau's fun and night life. On 12-acre waterfront estate adjoining Bay Street, Bahamas' famed shopping district. Completely air conditioned. Pool. 2 private beaches. 9 hole par 3 golf course. La Cage Supper Club. Britannia Bar and Hong Kong Room.



THE YANKEE CLIPPER

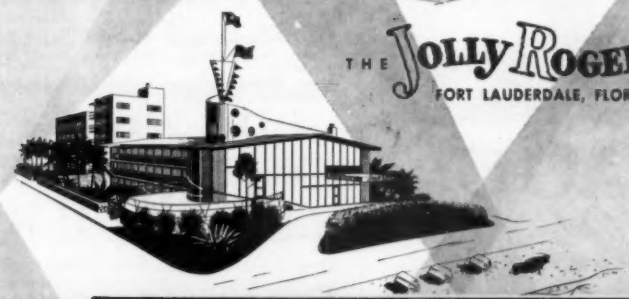
FORT LAUDERDALE, FLORIDA

YANKEE CLIPPER

Ultra modern hotel directly on the ocean's edge. Deluxe air conditioned rooms and suites with private balconies and TV. Pool. Clipper Room for gourmet dining. Polynesian Room with South Seas Revue and dancing. Wreck Lounge. Coffee shop.

JOLLY ROGER

Exciting, intimate hotel with unusual swashbuckling decor. Directly on the beach. Pool. Completely air conditioned and TV in all rooms. Rogues Roost is Florida's most unusual after-dark supper club.



THE JOLLY ROGER

FORT LAUDERDALE, FLORIDA

And now . . . a NEW GILL HOTEL

The **TRADE WINDS**

FORT LAUDERDALE, FLORIDA

Directly on the Ocean

• New Pool • Air Conditioned

Startling continental atmosphere in the new PAMPAS ROOM.

your convention will get

SILVER PLATTER SERVICE

at GILL HOTELS

in Fort Lauderdale, Fla., and Nassau, Bahamas



THE *Escape*

FORT LAUDERDALE, FLORIDA

ESCAPE

Charming hotel with an informal, tropical atmosphere. 9 hole pitch 'n' putt golf course. Pool. Outdoor Bali Bar featuring Caribbean entertainment. Nassau Room and Lounge. Completely air conditioned and TV in every room.

For Full Information Write: Mr. Alan Bland, Group Sales Mgr., P. O. Box 38, Fort Lauderdale, Fla.

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at this complete resort hotel in nearby NASSAU, Bahamas

CONVENTIONS

MEETINGS

SALES INCENTIVE GROUPS

Directly on the ocean . . . set in 55 secluded acres just minutes from the heart of Nassau. Completely air-conditioned, with fully equipped meeting rooms . . . including separate Thatched-Roof Jungle Club accommodating up to 800.

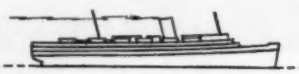
Cuisine and management in the classic Continental tradition. Private beach, unique Vision-Level Pool, Marine Bar, After-Deck Lounge and smart Empire Dining Room. Tennis, golf, deep-sea fishing, water sports . . . sparkling nightly entertainment. Modified American or European Plan.



The MONTAGU Beach Hotel
NASSAU, BAHAMAS

Full details, dates available from
REGINALD G. NEFZGER, *General Manager*
U. S. Representative: WILLIAM P. WOLFE ORGANIZATION: in New York Philadelphia • Boston • Chicago • Cleveland • Miami • Toronto • Montreal

Perk up your program!



ADD A CRUISE TO NASSAU!
via S/S FLORIDA from Miami

$54 up
ALL OUTSIDE STATEROOMS!
ROUND TRIP $39 up

ARRANGE for your members to come a few days early—or stay later for needed relaxation—and grab this chance to see colorful, foreign Nassau! 3-day cruise includes two nights at sea, two days and a night in Nassau.

AIR-CONDITIONED dining room and cocktail lounge. Dancing to ship's orchestra. Entertainment. All meals—the ship is hotel all the way.

FOR COMPLETE INFORMATION WRITE
P&O STEAMSHIP COMPANY
P. O BOX 1349
MIAMI 8, FLORIDA

BAHAMA ISLANDS
Cat Cay continued

Audio-Visual Aids: 16mm projector & screen, PA system, spotlights
Sports Facilities: Golf, tennis, bath, swimming pool & skeet shooting
Hotel Representatives: Robert F. Warner, Inc.; Oliver-Kermit Hotel Associates, Inc.; Premier Hotel Representatives, Inc. (see pg. 29)

GRAND BAHAMA

Airlines: Mackey from Miami, Fort Lauderale, West Palm Beach, BOAC from Miami, Nassau

Jack Tar's Grand Bahama Club

West End (Phone: PLaza 7-3457, Miami; Teletype: MM-130
Manager: C. C. McInnis
Sales Manager: Frederick R. Merritt
Largest Group Accommodated: 700 (350 rooms, 20 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 21.00; Double: 30.00-32.00; Suites: 10.00-12.00 additional. Add 6.00 per day for winter rates
No. Mtg. Rm. & Capacity of Largest: 7 (630)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 1.00 per day per front ft.
Net Exhibit Space: 18,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm standard and cinema-scope slide projector, screen
Stage: Yes
Sports Facilities: Game, reef and bone fishing, swimming, bicycling, tennis, skin diving, golf, boating
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

NASSAU

Airlines: Cubana, Mackey, PAA, TCA

British Colonial Hotel (HSMA)

See Advertisement, Page 231

Marlborough (Phone: 3301) (Telegraph: Britcol)
Manager: Scotty Anderson
Reservation Mgr.: Ralph Marden
Convention Season: May 15-Dec. 1
Largest Group Accommodated: 600 (300 rooms, 22 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 17.00; Double: 28.00; Suites: 40.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, projector, screen, blackboards, easels
Stage: Available
Sports Facilities: Tennis, fresh water pool, private beach, par 3 golf course, putting green, water skiing, fishing, golf
Hotel Representatives: Jim Mills & Associates, Inc., Robert F. Warner, Inc. (see pg. 29)

Emerald Beach Hotel (HSMA)

See Advertisement, Page 233

(Phone: 5195) (Telegraph: EMBEACH)
Manager: Wesley T. Keenan
Convention Season: All year except Feb. and 10 suites available)
Air Conditioning: Entire hotel
Largest Group Accommodated: 600 (250 rooms, March

Convention Rates: May 1 to Nov. 30—Single: 20.00-24.00; Double: 36.00-40.00; Suites: 25.00 extra. Dec. 1 to Apr. 30—Single: 30.00-40.00; Double: 45.00-50.00; Suites: 35.00 extra
No. Banquet Rms. & Capacity of Largest: 2 (500)
No. Mtg. Rms. & Capacity of Largest: 2 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm and slide projectors
Stage: Available
Sports Facilities: Beach, pool, tennis, putting, golf, fishing, boating
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Fort Montagu Beach Hotel (HSMA)

See Advertisement, Page 232

(Phone: 3341)
Manager: Reginald G. Nefzger
Convention Season: All year except Feb. 1 to March 1
Largest Group Accommodated: 360 (220 rooms, some suites available)
Air Conditioned: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Swimming pool, sea bathing, fishing, tennis, sailing, golf, putting, shuffleboard, bicycling, water skiing, archery, ping pong, skin diving
Hotel Representative: William P. Wolfe Organization (see pg. 29)

The Royal Victoria Hotel

Phone: 2831
Manager: Frank A. McHugh
Convention Season: All year except Feb., March, April
Largest Group Accommodated: 200 (84 rooms, 48 suites available)
Air Conditioning: 1 banquet room, all bedrooms
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: 16mm sound and silent projectors, PA system, spotlights
Sports Facilities: Swimming pool and nearby beach, golf, fishing, tennis
Hotel Representative: Jim Mills & Associates, Inc. (see pg. 29)

A PRIVATE, LITTLE ISLAND OF YOUR OWN For Your Next Meeting

More and more business executive heads are finding that "getting away from it all" by themselves in the *right* place to crack a "tough nut" or map out a company program is the soundest sort of business investment.

It would be difficult to find a "righter" place than Cat Cay out-of-season. The fact that Cat Cay is an island, its proximity to Miami (only thirty minutes by air), the absence of intra-island telephones, making almost impossible the interruptions and distractions which are the bane of so many conference sites, and the facilities for taking care of groups up to seventy-five, make Cat Cay little short of perfect for business meetings.

Work mornings, play the rest of the day, "sleep like a log" at night and return to the office rested and refreshed with your business problems licked.

Write: MANAGER, CAT KEY

P. O. BOX 1191
MIAMI, FLORIDA

Cat Key Club, Cat Cay, Bahamas

Completely Air Conditioned



Wesley T. Keenan, General Manager. Offices: New York, MUrray Hill 8-0130; Chicago, WHitehall 4-7077; Detroit, WOodward 2-2700; Washington, D.C., METropolitan 8-3492; Miami, PLaza 4-1601 Atlanta, JAckson 4-3486; Toronto, Ont., EMpire 3-1648.

WHERE will you get more done WHILE you have more fun?



NASSAU
AND THE BAHAMAS

You accomplish more on the agenda because you relax so enjoyably during the hours in-between!

The Bahamas are near by plane or ship...and no passports are needed for American or Canadian citizens.

For complete information:

NASSAU, BAHAMAS, DEVELOPMENT BOARD

MIAMI 608 First Natl. Bank Bldg.
CHICAGO 1230 Palmolive Bldg.
NEW YORK 307 British Empire Bldg.
DALLAS Adolphus Hotel Arcade (1406)
TORONTO: 707 Victory Bldg.



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The ever-popular answer: The ARAWAK — unparalleled as an elegant, fun-filled place for meetings of this kind. On Jamaica's smart fashionable North Shore. Completely air-conditioned: 176 balconied rooms: beach, pool, horseback riding, tennis, pitch 'n' putt and driving range, fishing, water-skiing, Jippi Jappa Lounge, fabulous Limbo Room Supper Club!

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New York, MU 8-0123
Chicago, MO 4-5100
Miami, PL 4-1667
Detroit, WO 2-2700
Washington, D. C., EX 3-6481

HOTEL ARAWAK
ARAWAK P.O. 3
OCHO RIOS, JAMAICA, W. I.

Robert M. Souers, General Manager



JAMAICA

Jamaica Tourist Board
P. O. Box 284
A. B. Issa, Chairman

KINGSTON

Airlines: Avianca, PAA, TCA

Myrtle Bank Hotel

Kingston (Phone: 4681)

Manager: S. G. Levy
Convention Season: All year
Largest Group Accommodated: 205 (100 rooms available)
Convention Rates: From 11.00 per person. American
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Sports Facilities: Swimming, fishing, riding, golf, tennis, badminton
Hotel Representative: Utell International (see pg. 29)

MONTEGO BEACH

Airlines: DAL, PAA, TCA

Bay Roc Hotel

Montego Bay (Phone: 2181)
Manager: H. Metcalfe
Sales Manager: Donald deLisser
Convention Season: April to Dec.
Largest Group Accommodated: 150 (75 rooms and 2 suites available)
Air Conditioning: Bedrooms
Convention Rates: Single: 16.00; Double: 30.00; Suites: 35.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (120)
No. Banquet Rms. & Capacity of Largest: 1 (120)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00 Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: Spotlights
Sports Facilities: Golf, tennis, riding
Hotel Representatives: Robert F. Warner, Inc., William P. Wolfe Organization (see pg. 29)

Half Moon Hotel

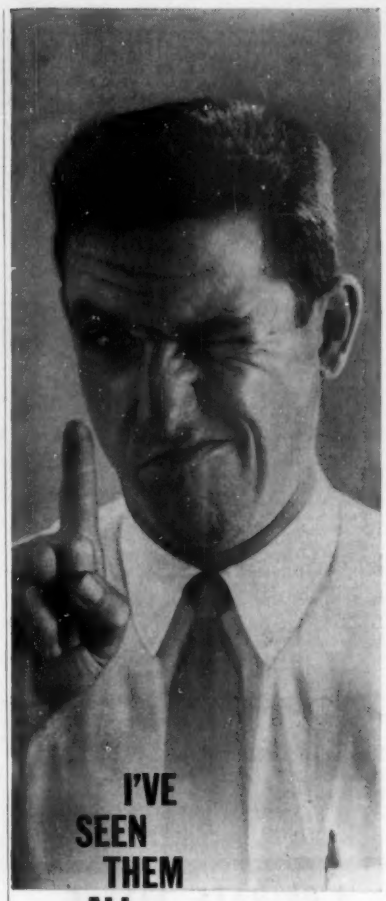
Montego Bay (Phone: 2141) (Halfmoon)
Manager: Harold H. DeLisser
Convention Season: April 15 to Dec. 15
Largest Group Accommodated: 176 (88 rooms, 4 suites available)
No. Mtg. Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 5.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Sports Facilities: Tennis, golf, shuffleboard, water skiing, dancing, deep sea fishing, horseback riding, crocodile shooting, swimming
Hotel Representative: Oliver-Kermit Hotel Associates, Inc. (see pg. 29)

OCHO RIOS

Arawak Hotel

See Advertisement, Page 234

Mammee Bay (Phone: St. Ann's Bay 333)
Gen. Manager: Robert M. Sovers
Convention Season: All year
Largest Group Accommodated: 350 (176 rooms, 12 suites available)
Air Conditioning: Bedrooms, 1 banquet hall
Convention Rates: Winter—Single: 40.00; Double: 53.00, American. Summer—Single: 18.00; Double: 30.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 2 (350)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes
Sports Facilities: Tennis, swimming, horseback riding, pitch & putt, shuffleboard, ping pong



. . . but never anything—any place—like The New Marrakesh for its Premiere Season opening in January, 1960!

The Marrakesh is new! exciting! striking! refreshingly different! In an exotic foreign land, built on a picturesque hillside of natural coral that slopes to the edge of Jamaica's blue Caribbean Sea. Breathtaking in architecture, decor, and furnishings. Guest rooms without equal! Each includes a step-down sitting room, a huge terrace and a magnificent sunken Grecian Bath.

Perfect for groups up to 500, and with exciting native entertainment, free-port shopping, fabulous water sports, the Marrakesh is a Sales Incentive Prize without equal!

For information, write, wire or phone collect:
Jack M. Slone, Director of Sales · Shelborne Hotel Miami Beach, Fla. JEfferson 1-1271

The NEW
MARRAKESH
HOTEL
Completely Air-Conditioned

Ocho Rios Shore, Jamaica, B.W.I.

A RESORTS INTERNATIONAL HOTEL
In Miami Beach, The Shelborne
Atop Lookout Mt., Castle In The Clouds

Sports Facilities: Tennis, swimming, pitch & putt, shuffleboard, volley ball, water skiing, skin diving, deep sea fishing, bicycling, croquet
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Tower Isle Hotel

(Phone: Ocho Rios 271-273)
Manager: Don Bardowell
Convention Season: April 16-Dec. 15
Largest Group Accommodated: 216 (100 rooms available)
Convention Rates: 14.00 per person. American
No. Mtg. Rms. & Capacity of Largest: 1 (350)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Group Meal Rates: Breakfast: 1.75; Lunch: 3.50; Dinner: 4.00
Liquor: Yes
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA systems, spotlights
Stage: Yes
Sports Facilities: Deep sea fishing, golf, horseback riding, swimming, badminton, tennis
Hotel Representative: Utell International (see pg. 29)

CUBA

HAVANA

Airlines: BNF, Cubana, DAL, Mackey, NAL, PAA
Steamships: P. & O.

Capri Hotel

See Advertisement, Pages 17, 18, 19, 20
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)
N & 21st Sts.
Manager: Bertin Perez
Sales Manager: Juan Tacón
Convention Season: All year
Largest Group Accommodated: 300 (100 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Dec. 16-Jan. 14, Mar. 15-Apr. 10—Single: 18.00; Double: 22.00; Suites: 56.00-100.00. Jan. 15-Mar. 14—Single: 22.00; Double: 25.00; Suites: 62.00-125.00. Apr. 11-Dec. 15—Single: 12.00; Double: 14.00; Suites: 36.00-70.00. European.
No. Mtg. Rms. & Capacity of Largest: 1 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 3,174 sq. ft. on two levels
Audio-Visual Aids: PA stage, spotlights
Stage: Portable
Sports Facilities: Swimming pool
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

Habana Hilton (HSMA)

See Advertisement, Pages 17, 18, 19, 20, 33, 225
Manager: Jose Menendez
Sales Manager: Fernando Hoffmann
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 20 suites available)
Air Conditioning: Yes
Convention Rates: Suites: 34.00-50.00; April 15 to Dec. 15—Single: 11.00; Double: 14.00. Dec. 15 to April 15—Single: 16.00; Double: 20.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (1,900)
No. Banquet Rms. & Capacity of Largest: 7 (1,250)
Group Meal Rates: Breakfast: 1.95; Lunch: 3.00; Dinner: 6.00
Liquor: Yes
Charges for Mtg. Rms.: 50.00-400.00
Charges for Exhibit Areas: 50.00-400.00
Net Exhibit Space: 22,743 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights, 16, 35mm projectors
Stage: Yes
Sports Facilities: Swimming pool, golf, deep-sea fishing, tennis, riding, sailing

Havana Riviera (HSMA)

See Advertisement, Pages 17, 18, 19, 20
Vedado on the Malecon (Phone: FRanklin 1-2573 in Miami)
Manager: Fred Pinto
Sales Manager: Jim Mills
Convention Season: All year
Largest Group Accommodated: 700 (368 rooms, 16 suites)
Air Conditioning: Entire hotel
No .Mtg. Rms. & Capacity of Largest: 7 (550)
No. Banquet Rms.: 5
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Net Exhibit Space: 4,200 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes (60'x60')
Sports Facilities: Ocean bathing, swimming pool, fishing
Hotel Representatives: John A. Tetley Co., Inc., Jim Mills & Associates, Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

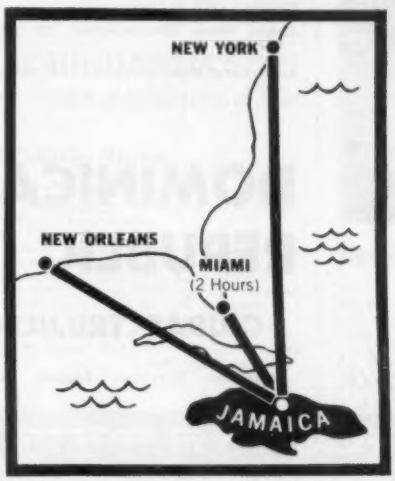
Hotel Nacional de Cuba (HSMA)

See Advertisement, Pages 17, 18, 19, 20
Calles 21 (Phone: U-8981; Telegraph: Nacihotel)
Manager: William Land
Sales Manager: Joseph Brosnan
Convention Season: All year
Largest Group Accommodated: 650 (400 rooms, 48 suites available)
Convention Rates: April 11 to Dec. 14—Single: 9.00-13.00; Double: 12.00-16.00; Suites: 27.00-29.00. Dec. 15 to April 10—Single: 18.00-28.00; Double: 25.00-33.00. European
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming pool, shuffleboard

Sevilla-Biltmore Hotel

See Advertisement, Pages 17, 18, 19, 20
On the Prado (Phone: M-9961)
Manager: Manuel García
Sales Manager: Manuel Valdés
Convention Season: All Year

10 REASONS
why you should hold your next sales meeting in Jamaica



1. Jamaica offers superb facilities for meetings large or small—the business part of your meeting will run like clockwork.
2. Jamaica is an exciting, friendly and "foreign" place to be—the pleasure part of your meeting will be unforgettable.
3. Jamaica is mere hours by air from everywhere.
4. Jamaica is *not* expensive—why hold your meeting just anywhere when you can hold it *somewhere*—and for no more?
5. Jamaica is a free port with outstanding bargains in fine merchandise from all over the world—watches, cameras, perfume, liquor, etc. Your meeting in Jamaica has an incentive plan built right in!
6. Jamaica enjoys dependable weather. If the weatherman himself had to schedule a sales meeting, he would probably schedule it here.
7. Jamaica has 1001 things to *do* and *see* when business is finished. We defy you to be bored.
8. Jamaica is old-fashioned in the sense that it really wants to please you, and doesn't just pretend to. The difference is apparent instantly.
9. Jamaica is the place pirates used to hold their own sales meetings in days of yore. Pirates could go anywhere. They came here.
10. Jamaica has tourist offices in major cities. They'll bend over backwards to make your meeting a rouser. So will your travel agent.

come to Jamaica — it's no place like home

JAMAICA IN THE WEST INDIES • Jamaica Tourist Board • New York
Chicago • Miami • Toronto • Canada • Kingston, Jamaica, W. I.

CUBA

Havana continued

Largest Group Accommodated: 200 (200 rooms, 15 suites available)
Air Conditioning: Some bedrooms
Convention Rates: Summer—Single: 5.00-7.00; Double: 7.00-9.00; Triple: 9.00-11.00; Winter—Single: 8.00-10.00; Double: 10.00-12.00; Triple: 12.00-14.00
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Yes

Meeting In Paradise!



at the beautiful, world famed

El Rancho HOTEL

PORT-AU-PRINCE
Haiti's Most Luxurious Hotel
Now under American management

Ideally situated on a cool mountainside 1,200 feet above sea level, this year-round resort is truly a paradise meeting place for groups not more than 75 persons. Renowned for its warm Haitian hospitality, personal service, its fine food prepared in international style, and a friendliness that delights all, El Rancho Hotel provides an unusual opportunity to meet, work and relax in the most beautiful and unique surrounding imaginable. El Rancho is so foreign . . . so near . . . so easy to reach!

For complete information contact our representative

UTELL INTERNATIONAL
Essex House, New York 19

or write direct to

EL RANCHO HOTEL
Port-au-Prince, Haiti

Audio-Visual Aids: 16mm projector, screen, PA system, spotlights
Stage: Yes

VARADERO BEACH

Airlines: Cubana

Hotel Varadero Internacional (HSMA)

(Phone: 260; Telegraph: Varain)
Manager: Martin B. Jacobs
Convention Season: All year
Largest Group Accommodated: 350 (163 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: May to Dec.—Single: 9.00-11.00; Double: 13.00-15.00; Dec. 15 to April 15—Single: 17.00-19.00; Double: 19.00-21.00; Suite: 42.00
No. Mtg. Rms. & Capacity of Largest: 2 (450)
No. Banquet Rms. & Capacity of Largest: 1 (450)
Group Meal Rates: Breakfast: .85; Lunch: 1.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,800 sq. ft. on one floor. Separate area
Audio-Visual Aids: PA system, spotlights, 16mm projector, screen
Stage: Available
Sports Facilities: Beach, pool, pitch and putt, tennis, shuffleboard, ping pong, deep sea fishing, water skiing, sailboating
Hotel Representatives: Jim Mills & Associates, Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Varadero Oasis

(Phone: 290)
Manager: Julio C. Pérez
Convention Season: All year
Largest Group Accommodated: 250 (130 rooms available)
Liquor: Served in hotel
Audio-Visual Aids: Projectors, PA system, spotlights
Sports Facilities: Swimming, fishing

DOMINICAN REPUBLIC

CIUDAD TRUJILLO

Airlines: CBA, PAA
Steamships: Dominican Republic Steamship Line

Embajador Intercontinental (HSMA)

Manager: Thomas Mueller
Sales Manager: John Hanneman
Convention Season: All year
Largest Group Accommodated: 500 (310 rooms, 22 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-9.50; Double: 11.00-13.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Audio-Visual Aids: PA system, spotlights
Stage: Outdoors
Sports Facilities: Golf, swimming, fishing, tennis, shuffleboard

Jaragua Intercontinental

Manager: George M. Markides
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 4 suites available)
Air Conditioning: 100 bedrooms
Convention Rates: 15 to 40 persons—Single: 9.00; Double: 11.00. 41 to 80 persons—Single: 8.00; Double: 10.00. 81 or more persons—Single: 7.00; Double: 9.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Net Exhibit Space: 1,687 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Yes (192 sq. ft.)
Sports Facilities: Tennis, swimming — pools and beach

HAITI

PORT-AU-PRINCE

Airlines: Delta, PAA
Steamers: Panama Line, Alcoa S.S.

Beau Rivage

Manager: Mrs. Raymond Roy
Convention Season: All year
Largest Group Accommodated: 80 (40 rooms available)
Convention Rates: Summer—Single: 7.00-13.00; Double: 13.50-23.00; Suites: 14.00-25.00. Winter—Single: 9.00-15.00; Double: 16.00-27.00; Suites: 18.00-28.50.
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Sailing, fishing, hunting, spear fishing

Hotel Castel-Haiti

Manager: C. De La Fuente
Convention Season: Sept. 1-Dec. 1, April-June
Largest Group Accommodated: 60 (30 rooms, 3 suites available)
Air Conditioning: 20 bedrooms, 1 banquet hall
Convention Rates: Single: 11.00-12.00; Double: 20.00-22.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 1 (60)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 3.00
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Liquor: Served in hotel
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: By arrangement with clubs

El Rancho Hotel

See Advertisement, Page 236

President: Ben Shindler
Resident Manager: Thomas Dell
Convention Season: All but May-Nov. preferable
Largest Group Accommodated: 110 (55 rooms, 3 suites available)
Air Conditioning: 45 bedrooms
Convention Rates: April 15 to Dec. 14—Single: 15.50; Double: 25.50; Single Suite: 34.00; Double Suite: 42.50. Winter rates quoted on request. American
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.50. Special rates will be quoted for banquet functions, etc.
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000 sq. ft. on one floor—minimum
Audio-Visual Aids: PA system, spotlights, 35 & 16mm projectors, slide projector
Stage: Available
Sports Facilities: Swimming, tennis, sailing, snorkling, spear fishing, riding
Hotel Representatives: Utell International, Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hotel Ibo Lele

(Phone: 7287, 7886)
Manager: Andre Roosevelt
Sales Manager: Robert Baussan & Franck E. Roy
Convention Season: May, June, Sept.-Nov.
Largest Group Accommodated: 75 (30 rooms, 10 suites available)
Convention Rates: Single: 16.00-20.00; Double: 28.00-32.00; Suites: to 38.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 2 (180)
No. Banquet Rms. & Capacity of Largest: 3
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Fishing, tennis, spear fishing, swimming pool, ping pong, shuffleboard

Hotel Riviera d'Haiti

Convention Season: All year
Largest Group Accommodated: 220
Convention Rates: Summer—Single: 12.00-16.00; Double: 22.00-28.00; Suites: 34.00-75.00. Modified American.
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Liquor: Served in hotel
Audio-Visual Aids: PA system
Sports Facilities: Fishing, swimming, boating
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Villa Creole

Manager: Dr. Reindall Assad
Convention Season: May thru November
Largest Group Accommodated: 75 (35 rooms, 2 suites available)
No. Mtg. Rms. & Capacity of Largest: 2 (80)
No. Banquet Rms. & Capacity of Largest: 2 (80)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, golf, water sports

MEXICO

ACAPULCO

Airlines: Aeronaves, Aerolineas Mexicanas

Ambassador Hotel

Manager: George De Kiss
Sales Manager: Camilo Cervera Roberts
Convention Season: March 15-June 15, Aug. 15-Nov. 15
Largest Group Accommodated: 100 (50 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00; Double: 9.00; Suites: 12.00
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (80)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 16.00
Net Exhibit Space: 160 sq. ft. on two floors. Separate area
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, swimming, fishing, water sports
Hotel Representatives: Utell International, John A. Tetley Co., Inc., Jim Mills & Associates, Inc., Robert F. Warner, Inc. (see pg. 29)

Hotel Club De Pesca

Costera Miguel Aleman (Phone: 17-91)
Manager: Guillermo Moreno
Convention Season: All year
Largest Group Accommodated: 135 (60 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 13.60-20.00; Double: 24.80-27.20; Suites: 32.00-50.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms.: 2
Group Meal Rates: Breakfast: 2.40; Lunch: 2.80; Dinner: 3.60
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 250 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Sports Facilities: Swimming, sailing, water-skiing, golf, little golf, ping pong, billiards, fishing
Hotel Representatives: Utell International, Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

El Presidente

See Advertisement, Page 238

Manager: Jose F. Gilly
Convention Season: All year except Dec. 20-Jan. 20, Feb. 1-March 15
Largest Group Accommodated: 400 (150 rooms, 10 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: On request
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms.: 4
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: 16 mm projector, PA system, spotlights
Stage: Yes
Sports Facilities: Water sports, golf, tennis, 2 pools, private beach
Hotel Representative: Utell International

Pierre Marques

See Advertisement, Page 237

(Phone: 14-91; Telegraph: Piermar)
Manager: hCarles F. Rogers
Convention Season: April to Dec. 15
Largest Group Accommodated: 200 (93 rooms, 8 suites available)
Air Conditioning: Bedroom, banquet hall
Convention Rates: Single: 18.00-20.00; Double: 28.00-32.00. American or modified American if requested
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 1 for lunch or breakfast. Dinner functions up to 500 served around pool
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system
Sports Facilities: Swimming, tennis, golf, water skiing, skin diving, sailing

Prado Americas Hotel

Manager: Enrique Rangel A.
Convention Season: Easter Sunday to Dec. 20
Largest Group Accommodated: 230 (115 rooms, available)
Air Conditioning: Some bedrooms
Convention Rates: Single: 12.00 to 16.80; Double: 24.00 to 27.20; Suites: 27.20 to 30.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.60; Lunch: 2.40; Dinner: 3.20
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf, fishing

CHIHUAHUA

Railroads: Nat. Rys. Mex.; C. M. & O.

Hotel Palacio Hilton

See Advertisement, Page 33

Libertade Independencia (Phone: 23-36 to 23-40)
Manager: Carlos Roca Garcia
Convention Season: All year
Largest Group Accommodated: 252 (126 rooms 4 suites available)
Air Conditioning: 102 bedrooms, banquet rooms
Convention Rates: Single: 4.40 to 6.00; Double: 5.60 to 6.40; Suites: 6.00 to 7.20. European
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: .80; Lunch: 1.20; Dinner: 1.20
Liquor: Served in hotel
Charges for Mtg. Rms.: None when banquet served
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Boating, swimming, water skiing

CUERNAVACA

Railroads: Nat. Rys. Mex.

Chulavista Hotel (HSMA)

Calzada Chulavista (Phone: 322)
Manager: Enrique P. Bonin
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: Single: 6.80; Double: 12.00. American
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: 1.00; Lunch: 1.80; Dinner: 1.80
Liquor: Served in hotel
Sports Facilities: Swimming

Hotel Marik Plaza

(Phone: 1-16 or 1-27)
Manager: Seymour L. Ruben
Convention Season: All year
Largest Group Accommodated: 200 (60 rooms, 13 suites available)
Convention Rates: Single: 7.00; Double: 12.00; Suites: 15.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: .75; Lunch: 1.80; Dinner: 1.80
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming, water skiing, horseback riding, tennis

MEXICO CITY

Railroads: Mex.; Nat. Rys. Mex.
Airlines: Aeronaves, Aerolineas Mexicanas, AAL, CMA, Cubana, CPA, EAL, Guest, PAA, TACA, WAL

Hotel Alffer

See Advertisement, Page 238

Manager: Jorge Gonzales
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms, 6 suites available)
Air Conditioning: Bedrooms, banquet halls

PIERRE MARQUES

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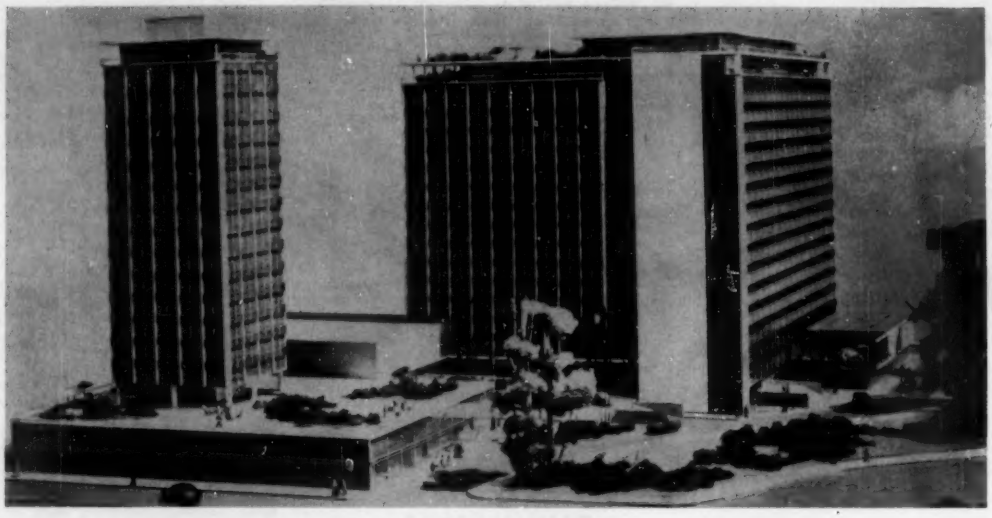
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MEXICO

Mexico City continued

Convention Rates: On request
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms.: 4
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Yes
Hotel Representative: Utell International

Hotel Bamer (HSMA)

Juarez 52 (Phone: 21-90-60)
Manager: Jorge Rubio
Air Conditioning: Bedrooms
Convention Season: All year
Largest Group Accommodated: 45 (10 rooms, 10 suites available)
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms. & Capacity of Largest: 1 (40)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Sports Facilities: Swimming, boating, golf
Hotel Representative: Utell International (see pg. 29)

Continental Hilton

See Advertisement, Page 225

Paseo de la Reforma #166 (Phone: 18 07 00; Telegraph: Hiltels-Mexico)
Manager: Gerald de Schrenck Sill
Sales Manager: Jesus J. Lopez D.
Convention Season: April to June, Oct. to Dec.
Largest Group Accommodated: 560 (250 rooms, 30 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 12.00 to 14.00; Double: 14.00 to 16.00; Suites: 22.00 to 52.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms.: 4
Group Meal Rates: Breakfast: 1.20; Lunch: 2.40; Dinner: 3.20
Liquor: Served in hotel
Charges for Mtg. Rms.: 32.00 and 56.00
Charges for Exhibit Areas: Same as meeting rooms
Net Exhibit Space: 715 sq. ft. on one floor included in meeting room space
Audio-Visual Aids: 16mm projector, PA system, spotlights
Stage: Yes (12 ft. by 4 ft.)
Sports Facilities: Golf, swimming, tennis in private and public clubs

Hotel Del Prado (HSMA)

Ave. Juarez #70 (Phone: 10-40-00 and 35-94-80)
Manager: Pedro Gorozpe
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 40 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 9.80; Double: 11.60; Suites: 14.00 to 40.00
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 3.00; Dinner: 3.00
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Hotel Representatives: Jim Mills & Associates, Inc., Robert F. Warner, Inc. (see pg. 29)

El Presidente

See Advertisement, Page 238

Manager: Jose Perez
Sales Manager: George DeKiss
Convention Season: April, May, June, Oct., Nov.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: 12.00-17.60; Double: 16.00-20.00; Suites: 29.60-96.00
No. Mtg. Rms. & Capacity of Largest: 3 (350)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Outdoor pool
Hotel Representatives: Utell International, John A. Tetley Co., Inc. (see pg. 29)

Maria Isabel

(Completed summer of 1961)

See Advertisement, Page 238

Paseo De La Reforma
Convention Season: All year
Largest Group Accommodated: 1500 (600 rooms, 40 suites available
Air Conditioned: Bedrooms, banquet halls
Convention Rates: On request
No. Mtg. Rms. & Capacity of Largest: 8 (2,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,500)
Liquor: Served in hotel
Charges for Mtg. Rm.: None
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Yes
Hotel Representative: Utell International

Monte Cassino (HSMA)

(Genova 56)
Manager: Francisco Gutierrez Prieto
Convention Season: All year
Largest Group Accommodated: 200 (140 rooms and 20 suites available)
Convention Rates: Single: 4.75 to 12.15; Double: 10.60 to 25.90; Suites: 12.95 to 27.10
No. Mtg. Rms.: 1
No. Banquet Rms.: 2
Group Meal Rates: Breakfast: 1.15; Lunch: 2.00; Dinner: 2.91
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable

Hotel Reforma Intercontinental (HSMA)

Paseo de la Reforma and Paris (Phone: 46-96-80)
Manager: Charles W. Bowers
Convention Season: All year except Feb., Mar., July, Aug.
Largest Group Accommodated: 400 (250 rooms, 26 suites available)
Convention Rates: Single: 10.80; Double: 13.00; Suites: 20.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 4 (150)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Net Exhibit Space: On one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis

MONTERREY

Railroads: Nat. Rys. Mex.
Airlines: Aeronaves, CMA

Gran Hotel Ancira

Hidalgo y Escobedo (Phone: LD-8)
Manager: Arturo Torrallardona
Convention Season: Sept. 8 to uJne 1
Largest Group Accommodated: 200 (80 rooms, 5 suites available)
Air Conditioning: Some bedrooms, banquet and meeting rooms
Convention Rates: Single: 3.70-6.90; Double: 4.90-10.50; Suites: 9.70-14.50. European
No. Mtg. Rms. & Capacity of Largest: 3 (350)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.15; Lunch: 2.40; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 20.00 to 35.00
Charges for Exhibit Areas: 25.00-50.00
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, swimming
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

PANAMA

PANAMA CITY

Airlines: Avianca, BNF, Guest, PAA, TACA

El Panama Hotel Hilton (HSMA)

See Advertisement, Page 225

Apartado 1753 (Phone: 3-1660)
General Manager: Ralph Reber
Sales Manager: William Felder
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 12 suites available)
Air Conditioning: 110 bedrooms, banquet rooms
Convention Rates: Apr. 1 to Dec. 31—Single: 10.00-15.00; Double: 15.00-20.00; Suites: 25.00-30.00; Jan. 1 to Mar. 31—Single: 15.00-21.00; Double: 23.00-28.00; Suites: 35.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: From 25.00
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available
Sports Facilities: Swimming, golf, boating, fishing, putting green, tennis
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

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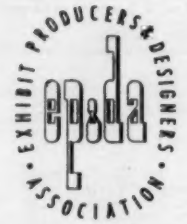
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Section 2

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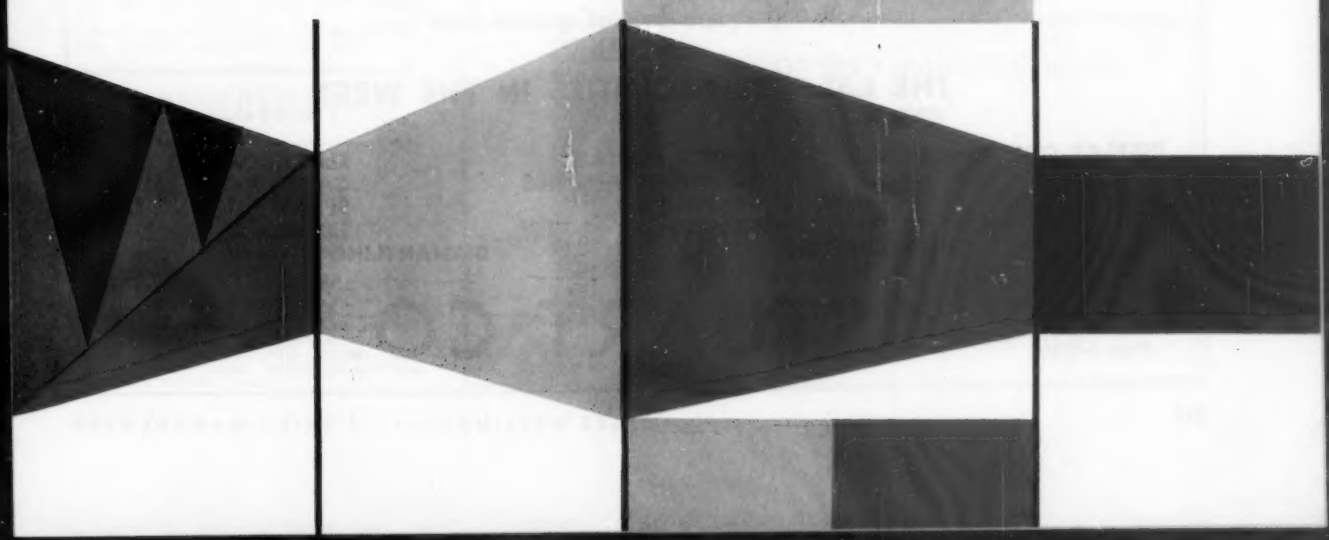


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Roger R. Tierney, President
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Services: Installation, storage
Special Units: Self-Contained displays, dioramas, mobile units, production displays, animation devices, floats, mock ups, scale models

LONG BEACH

M. E. Taylor & Son (EP & DA)
See Advertisement, Page 243
1501 Oregon Ave. (13) (Phone: HEmlock 5-5691)
Fred J. Taylor, Manager
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating
Special Units: Self-contained displays, floats

LOS ANGELES

Jones Decorating Co. (EP & DA)
2807 Sunset Blvd. (Phone: DU 7-4344)
A. Byron Perkins, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Stuart Co. (EP & DA)
See Advertisement, Page 242
7400 Beverly Blvd. (36) (Phone: WE 9-3164)
Services: Installation, booth background and drape rental, show decorating, booth furniture rental, lighting and electrical, carpentry

The Tabery Corp. (EP & DA)
3443 South Hill St. (7) (Phone: RI 9-1091)
Fred J. Tabery, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Sewing
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained designs, dioramas, mobile units, production displays, animation devices, floats

OAKLAND

Abrott-Mulone Inc. (EP & DA)
812 Athens Ave. (7) (Phone: TE 6-4595)
A. L. Abrott, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, booth furniture rental, show decorating

SAN DIEGO

Hunt & Johnson Display (EP&DA)
536 West Market St. (Phone: BE 2-3257)
Alfred E. Hunt, Partner

SAN FRANCISCO

Adfax Display Co. (EP&DA)
1457 Ninth Ave. (Phone: LOmbard 4-6870)
Robert Nash, Manager

Conderback, Inc. (EP&DA)
355 Fremont St. (5) (Phone: EXbrook 7-0061)
H. E. Railsback, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices

Floats, Inc. (EP&DA)
1620 Armstrong St.
(See listing under EL Monte)

Gallagher Co. (EP&DA)
969 Folsom St. (7) (Phone: Yukon 2-4102)
R. J. Gallagher, Owner
Departments: Exhibit Design, Sign, Silk Screen, Mechanical

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1174 Bryant St. (3) (Phone: KL 2-1181)
J. Clarence Myers
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical
Services: Booth background and drape rental, booth furniture rental, exhibit rental

Novelart Display Co. (E P& DA)
See Advertisement, Page 243
625 Turk St. (Phone: TU 5-6483)
President and Manager: Clarence E. Murphy
Departments: Exhibit Design, Exhibit Construction, Metal Fabrication, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Pischoff Sign Corp.
177 Golden Gate Ave (2) (Phone: UNderhill 1-3322)
Darrell J. Pischoff, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Art
Special Units: Production displays, animation devices, floats

William Sanford, Inc. (EP&DA)
See Advertisement, Page 243
657 Harrison St. (7) (Phone: EX 7-0845)
James W. McCulloch, Executive Vice-President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Paint
Services: Installation, booth drape, furniture and electrical rental
Special Units: Custom or ready made displays —crated or self contained

Stuart Co. (EP & DA)
100 Utah Ave. (Phone: PLaza 6-3300)
John B. Sauter, General Manager
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Paint, Sewing, Woodworking
Services: Installation, refurbishing, storage, drape rentals, booth background, furniture rental, lighting and electrical, carpentry, show decorating
Special Units: Self-contained displays, dioramas, mobile units, animated devices, floats

COLORADO

DENVER

Paradice Decorating Co. (EP&DA)
2162 Lawrence St. (5) (Phone: MAin 3-5191)
J. J. Layton, General Manager
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage (limited), exhibit rental, show decorating
Special Units: Self-contained displays, production displays, floats, animation devices

CONNECTICUT

HARTFORD

Display Workshop, Inc. (EP & DA)
341 Trumbull St. (3) (Phone: JAckson 2-3237)
Harold P. Post, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Spray Finishing
Services: Installation, booth background and drape rental, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

DELAWARE

WILMINGTON

Allied Arts & Exhibits, Inc.
3009 Bellevue Ave. (2) (Phone: PO 4-5410)
Raymond H. McQuesten
Departments: Exhibit Design, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

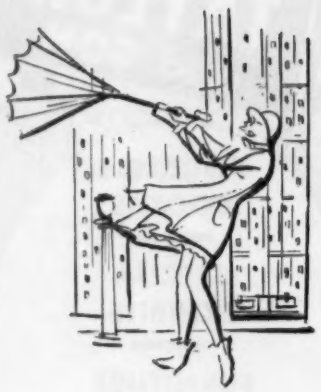
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200 S. Justison St. (Phone: OLympia 2-8494)
Bill Campbell, President

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Services: Installation, booth background and drape rental, storage, exhibit rental
Special Units: Self-contained units, dioramas, mobile (truck, trailer) units, production displays, animation devices, floats

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(See listing under New York City)

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WASHINGTON, D. C.

Art Designers, Incorporated (EP & DA)

1428 You St., N.W. (9)

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Art
Services: Installation, storage, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Hartwig Displays (EP&DA)

5029 Waggaman Circle, McLean, Va. (Phone: EL 6-2166)
Anthony B. Golff, Consultant
(See listing under Milwaukee)

Kuff Associates (EP&DA)

316 Ninth St., N.W. (4) (Phone: MEtropolitan 8-3346)
Morton J. Kuff, Director
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, dioramas, production displays, animation devices

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William R. Franklin, President
Service.: Storage, installation

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Donald McLaughlin, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Woodworking
Services: Installation
Special Units: Self-contained displays, dioramas, production displays, animation devices

United Convention Services, Inc. (EP&DA)

Sheraton-Park Hotel (Phone: CO 5-2000)
William Mayers, General Manager

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All-Type Exhibitor Display Service (EP&DA)

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S. O. Berke, General Manager
Departments: Sign, Silk Screen
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Berke Displays, Inc. (EP&DA)

1733 N.W. 20th St. (42) (Phone: NEwton 5-5376)
Arthur Berke, President
Departments: Exhibit Construction, Exhibit Design, Metal Fabricating, Sign, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

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Special Units: Self-contained units

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605 Lincoln Road (Phone: JEfferson 8-0787)
(See listing under Kansas City)

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CHICAGO

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1260 N. Dearborn Parkway (Phone: DElaware 7-0011)
Kenneth E. Reed, Manager
(See listing under Cleveland)

Award Exhibits (EP&DA)

308 W. Erie St. (10) (Phone: SU 7-3188)
Leo McDonald, Vice President
Departments: Design, Metal Fabricating Silk, Silk Screen, Electrical, Mechanical, Construction and Painting
Services: Storage, exhibit rental, show decorating
Special Units: Self-contained units, dioramas, mobile (truck, trailer) units, animation devices

Custom Exhibits, Inc.

900 N. Franklin St. (Phone: WH 4-2078)
Ted Olson, President
Departments: Exhibit Design, Exhibit Construction, Metal Febricating, Sign, Silk Screen, Electrical, Mechanical, Wood Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, animation devices

Czarnowski Display Service, Inc. (EP & DA)

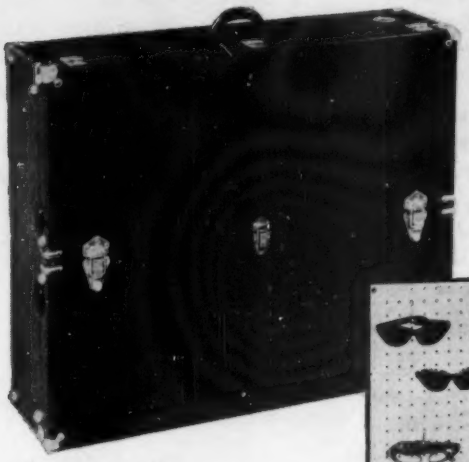
1433 N. Dayton St. (22) (Phone: MI 2-7181)
Severin Czarnowski, President
Services: Installation, storage

Deli Displays, Inc.

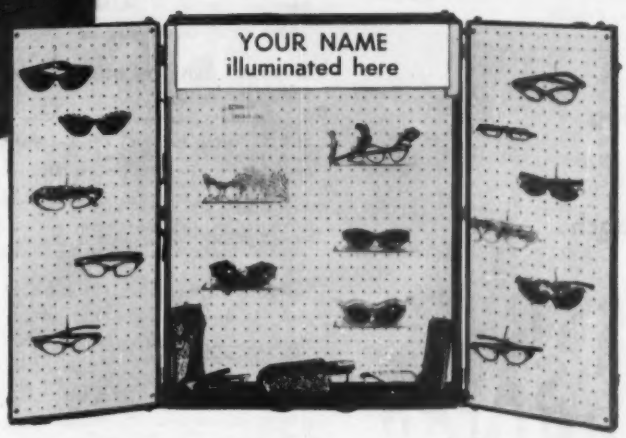
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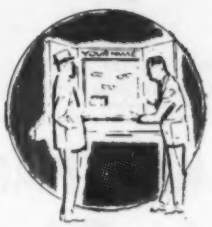


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"MR. SHOWOFF" features

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- Tarnish-free Brass Hardware
- Long lasting lacquered pegboard interior
- Your name on fluorescent illuminated Plexiglas
- Well lighted interior
- Dimensions:
  CLOSED — 25" x 31" x 8"
  OPEN — 31" x 48"



ANYTIME or ANYWHERE — show your product visually with "MR. SHOWOFF" at your side. "MR. SHOWOFF" is versatile. At trade shows, sales meetings, personal customer contacts, group instructions, educational forums.



Compact and lightweight, "MR. SHOWOFF" may be carried by sales representatives or economically shipped by rail or air.



Modern design. Open "MR. SHOWOFF" in a matter of minutes. A desk, table or any small area is sufficient room to open and display with "MR. SHOWOFF".

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(* all prices F.O.B. Chicago)

Hand-letter this name on the illuminated plexiglas panel:

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(Please print)

Company:_____

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City:_____ Zone:_____ State:_____

Your Order No._____ Phone:_____

Authorized Signature:_____

Robert A. Dell, President
Departments: Exhibit Design, Exhibit Construction, Electrical, Mechanical, Woodworking
Special Units: Self-contained displays, dioramas, mobile units, production displays, modular units

Display Creators, Inc.

See Advertisement, Page 244

1220 S. Michigan Ave. (Phone: Wabash 2-6128)
Ed J. Myer, President

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Services: Storage
Special Units: Self-contained units, production displays, animation devices, floats

Firks Studios, Inc. (EP & DA)

431 N. Clark St. (10) (Phone: DE 7-5411)
Theodore H. Firks, Robert Firks
Departments: Exhibit Design, Exhibit Construction and finishing
Services: Installation, storage.

Gardner Displays of Chicago

1937 W. Hastings St. (8) (Phone: TAylor 9-5600)
(See listing under Pittsburgh)

General Exhibition and Rental Service

236 W. Lake St. (6) (Phone: DEarborn 2-3456)
Robert S. Otto, President
Services: Rental of convention booths and drapes, booth furniture rental, storage, exhibit rental, show decorating

General Exhibits and Displays, Inc. (EP & DA)

See Advertisement, Page 244

2100 N. Racine Ave. (14) (Phone: EA 7-0100)
S. J. Fairweather, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Photo Silk Screen, Electrical, Mechanical, Sound, Engineering
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, animation devices

Hartwig Displays, Inc. (EP & DA)

3646 N. Broadway Ave. (13) (Phone: GR 2-8910)
Eugne Hendricks, General Manager
(See listing under Milwaukee)

Kitzing Studio, Inc. (EP & DA)

1323 N. Carroll Ave. (7) (Phone: CH 3-1220)
Fred Kitzing, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Mechanical, Woodworking, Painting

McAleer Displays, Inc. (EP & DA)

160 E. Grand Ave. (11) (Phone: DE 7-3907)
Charles D. McAleer, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Poirot Exhibitors Service, Inc. (EP&DA)

2001 W. Pershing Rd. (9) (Phone: VIrginia 7-4142)
E. C. Fisher, Vice-President
Services: Installation, storage

Three Dimensions (EP&DA)

See Advertisement, Page 246

4132 W. Belmont Ave. (Phone: Avenue C 6-7501)
S. Himmelfarb, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

United Exposition Service Co.

905 Merchandise Mart (Phone: WHitehall 3-4333)
Harry Katz, General Manager
(See listing under Atlantic City)

Wernecke Display Studios (EP & DA)

519 S. Green St. (Phone: SEely 3-7100)
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R. M. Hamilton, General Manager

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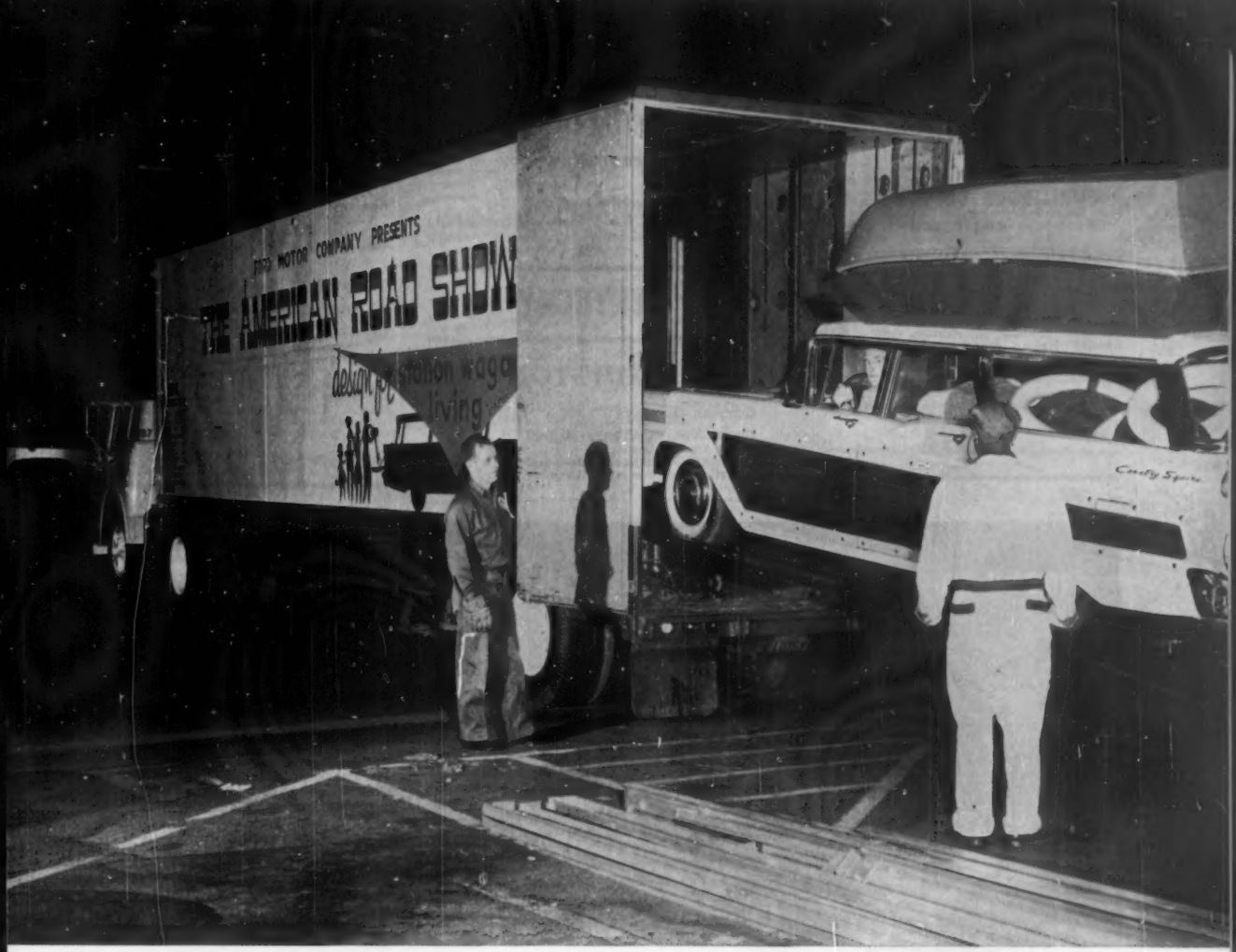
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DES MOINES

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- EXHIBIT BUILDERS
- SHOW DECORATORS
- FURNITURE SUPPLIERS

continued

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

IOWA

DES MOINES

Freeman Decorating Co. (EP&DA)

See Advertisement, Page 246

1800 Keosauqua Way (Phone: Cherry 3-8657)
(See listing under Dallas)

KENTUCKY

LEXINGTON

Corman Displays

428 W. Vine St. (Phone: 4-1880)
Don Corman, Owner
Services: Booth background and drape rental, booth furniture rental, exhibit rental

LOUISVILLE

All-Type Exhibitor Display Service (EP&DA)

Kentucky Exposition Center (Phone: EMerson 7-7333)
Arnold S. Friedman, Manager
(See listing under Miami)

Joseph T. Griffin Co., Inc. (EP & DA)

704 W. Main St. (2) (Phone: JUniper 4-2484)
Arthur J. Meyer, President
Department: Exhibit Construction Sign, Silk Screen, Electrical, Mechanical, Floor Planning
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental show decorating
Special Units: Mobile units, floats, outside dance floors

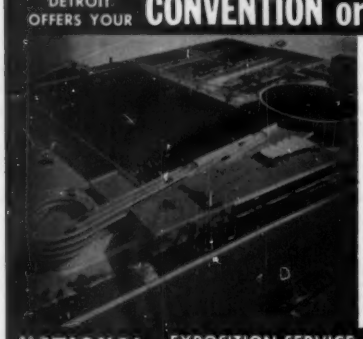


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1010 Central Ave. (21) (Phone: VErnon 5-6620)
Walker Spangenberg, Manager
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical, Art
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices

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Robert W. London
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Services: Installation

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44 Pittsburgh St. (10) (Phone: HU 2-3075)
Departments: Exhibit Design, Exhibit Construction, Electrical, Mechanical, Silk Screen, Woodworking, Plastics
Services: Installation, storage
Special Units: Self-contained displays, dioramas, production displays, animation devices

Win-Deco Display Co.

16 Harcourt St. (16) (Phone: KEnmore 6-7878)
Herbert Levin, Manager
Services: Installation, booth background and drape rental, booth furniture rental, show decorating

- EXHIBIT BUILDERS
- SHOW DECORATORS
- FURNITURE SUPPLIERS

continued

Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical

Robert Wetstein, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical,

MICHIGAN

DETROIT

Display & Exhibit Co. (EP & DA)

See Advertisement, Page 249

1014 Lynn Av. (11) (Phone: TUlsa 3-0602)
Rudy Speerschneider, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Woodworking, Animation Machine, Stagecraft
Services: Installation, booth background and drape rental, storage, exhibit rental, show decorating
Special Units: Cutaways, animation devices, models, electronics, training devices

Jack A. Frost

224 Piquette Ave. (2) (Phone: TRinity 3-8030)
E. A. Taube, Asst. General Manager
Services: Temporary power and lighting facilities

Gardner Displays of Detroit

Box 142, Birmingham, Mich. (Phone: Jordan 4-6496)
(See listing under Pittsburgh)

Milo Arts and Crafts, Inc. (EP&DA)

830 W. Vernor Highway (1) (Phone: WOodward 2-1436)
R. G. Wood
Services: Booth background and drape rental, booth furniture rental, exhibit rental

National Exposition Service, Inc.

See Advertisement, Page 248

1601 W. Lafayette Blvd. (Phone: WOodward 1-9044)
Irwin I. Chaitin
Services: Booth equipment, furniture, decorations, display erection, storage, display building, labor contractors, drayage, cleaning

WARREN

Animated Displays Co. (EP&DA)

13029 E. 8 Mile Rd.
William J. Dopkowski, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, cutaways

George P. Johnson Co. (EP&DA)

23171 Groesbeck Hwy. (Phone: Prescott 2-1100)
Robert G. Vallee, Assistant Sales Manager
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices, floats

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MINNEAPOLIS

Aaro Inc.

1100 2nd Ave. South (Phone: Federal 3-5451)
Fred Johnson, Convention Manager
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

Brede, Inc.

2211 Broadway N. E. (Phone: Sterling 1-4873)
W. S. Brede, President
Departments: Design, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained units, mobile units, production displays, animation devices

Displaymasters, Inc. (EP & DA)

127 Washington Ave., N. (Phone: FEderal 3-6518)
C. P. Sathre, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Painting, Traffic
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, production displays, animation devices

ST. PAUL

Custom Display, Inc. (EP&DA)

141-47 E. 5th St. (Phone: CA 4-5851)
Charles L. Murphy, Secretary-Treasurer
Departments: Design, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices

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Manncraft-Exhibitors Service (EP&DA)

2100 Central St. (Phone: BA 1-8855)
Leon A. Manne, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

ST LOUIS

Ad-Craft, Inc. (EP & DA)

1624 Delmar Blvd. (3) (Phone: GA 1-3995)
Wendall P. Blanton, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Advertisers Displays & Exhibits, Inc. (EP & DA)

2028 Washington Ave. (3) (Phone: CE 1-3170)
E. F. Rebholz, Administrative Assistant
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

BRYAN-ELLIOTT

BRYAN-ELLIOTT

BRYAN-ELLIOTT COMPANY

EXHIBITS

EXETER 2-4600
27-01 Bridge Plaza, North
Long Island City, N. Y. 1

Brede Decorating Co.

2025 S. Vandevender Ave.
Harry Whittemore, Manager
(See listing under Minneapolis)

Sellinger Displays, Inc.

714 North 13th St. (3) (Phone: MA 1-3307)
E. C. "Erv" Sellinger, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

NEBRASKA

OMAHA

Freeman Decorating Co. (EP & DA)

4517 Military Ave. (Phone: REgent 8984)
(See listing under Dallas)

Manncraft-Exhibitors Service (EP&DA)

Civic Auditorium (Phone: JA-4243)
(See listing under Kansas City)

NEW JERSEY

ATLANTIC CITY

Albert Meltz Studios

2304 Pacific Ave. (Phone: 4-3942)
Services: Installation, booth background and drape rental, show decorating, furniture rental
Special Units: Production displays

McColl's Display Service (EP & DA)

203 N. Sovereign Ave. (Phone: 4-1453)
William Earl McColl, Owner
Services: Installation

Sho-Aids, Inc. (EP&DA)

(Phone: WX 2-811)
(See listing under Philadelphia)

United Convention Decorators, Inc.

2328 Pacific Ave. (Phone: 4-3128)
Samuel Katz, General Manager
Services: Booth background and drape rental, booth furniture rental, show decorating

NEW YORK

BROOKLYN

Dyna-Graphic Displays, Inc. (EP & DA)

345 Carroll St. (Phone: UL 5-8400)
Robert Wetstein, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, animation devices, floats

Vanguard Creations Corp.

240 N. 10th St. (11) (Phone: EV 7-1819)
Clifford G. Lee, Production Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, mobile units, production displays, animation devices

BUFFALO

The Dowd Co.

392 Franklin St. (2) (Phone: CLeveland 3335)
T. L. Dowd, Manager
Services: Booth furniture rental

Hadley Advertising Displays (EP & DA)

631 Fargo Ave. (13) (Phone: GA 4456)
Norman F. Hadley, Owner
Department: Exhibit Design, Exhibit Construction
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Hale Decorators, Inc.

119 Wilkenson St. (2)
Charles W. Howell, President
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

LONG ISLAND CITY

Bliss Display Corp. (EP & DA)

37-21 32nd St. (1) (Phone: EX 2-3890)
Albert Bliss, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Paper Mache
Services: Installation
Special Units: Dioramas, mobile units, production displays, floats, animation devices

Bryan-Elliott Co. (EP & DA)

See Advertisement, Page 250

27-01 Bridge Plaza North (Phone: Exeter 2-4600)
Clint Hammond, Managing Partner
Departments: Design, Sign, Silk Screen, Mechanical
Services: Installation, storage, show decorating
Special Units: Self-contained displays, mobile units, production displays, animation devices, floats

Design-Built Studios, Inc. (EP & DA)

See Advertisement, Page 252

21-21 41st Ave. (1) (Phone: ST 4-3400)
Harold B. Averick, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices

McArthur-Vitale Displays, Inc. (EP & DA)

36-06 43rd Ave. (1) (Phone: ST 6-3960)
Santo Vitale, President
Departments: Exhibit Design, Exhibit Construction, Art, Sculpture
Special Units: Dioramas

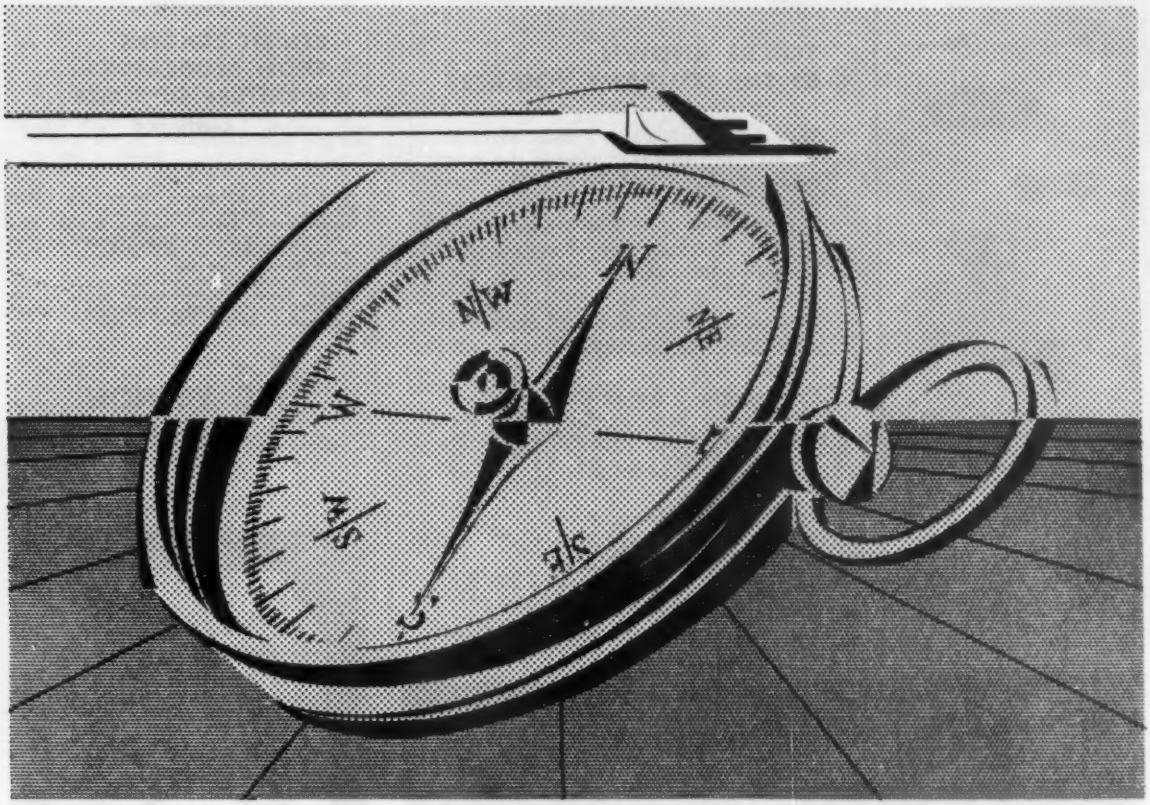
Show Service Exhibits, Inc.

See Advertisement, Page 255

18-35 38th St.
Nat Ackerman
(See listing under New York)

Structural Display Co., Inc. (EP & DA)

See Advertisement, Page 251



BROADENING HORIZONS

.....so we can extend our facilities and services to meet the expanding requirements of firms in world markets

With the creation of a bond between Structural Display Company, Inc., and G. & W. Waller Limited, a complete and controlled exhibit service in the United States, Europe and Great Britain, meeting the highest standards of dependability and quality, is now available to clients of both companies.

The association makes possible an interchange of know-how and experience, and provides all the facilities of each company's plant, workshops, personnel and services in each of these three areas.

Whatever the size of your budget or exhibit problem, Structural Display Company can service you completely any place in the United States and Europe.

STRUCTURAL Display COMPANY, INC.

19-19 24TH AVENUE, LONG ISLAND CITY, NEW YORK
ASTORIA 4-1136

EXHIBIT PRODUCERS ASSOCIATION MEMBER

Big enough to service you . . . small enough to care.

Remington Rand

Lederle

Rolleiflex

SYLVANIA

DAVTROM

NEW YORK LIFE nylic INSURANCE COMPANY

TEXACO

YOU'RE KNOWN BY THE COMPANY YOU KEEP

Why did you select your present advertising agency? Chances are one of the most significant factors was the type of clients they have, the service they render, and the length of time they have serviced these accounts. Only the most successful relationships withstand these tests . . .

These same yardsticks should determine your selection of an exhibit firm.

These are just a few of the prestige accounts we've been servicing over the years, with fresh, practical ideas for exhibits that *sell*.

Could this spot be reserved for your company? Perhaps your exhibiting program is due for a refreshing change. We'd welcome the opportunity of exploring it further with you.

EXHIBIT PRODUCERS & DESIGNERS ASSOCIATION · MEMBER ·

DESIGN-BUILT STUDIOS Inc.

21-21 41st AVE., LONG ISLAND CITY 1, N. Y., STillwell 4-3400

DESIGNERS AND BUILDERS OF EXHIBITS

- **EXHIBIT BUILDERS**
- **SHOW DECORATORS**
- **FURNITURE SUPPLIERS**

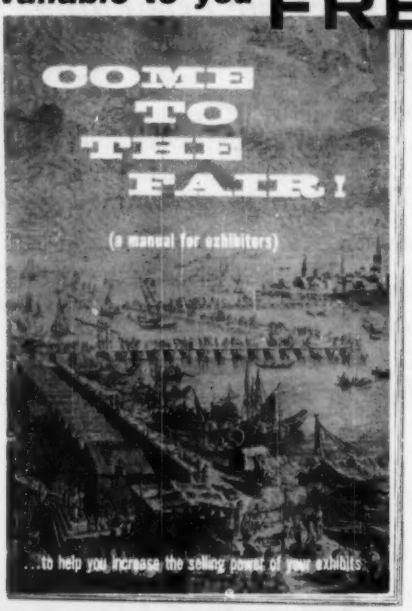
continued

19-19 24th Ave., Queens (Phone: AS 4-1136)
Thomas F. Byrne, Vice-President
Departments: Exhibit Design, Exhibit Construction, Sales Presentation, Point of Purchase Displays, Metal Fabricating, Sign, Silk Screen, Electrical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats, models

MT. VERNON

(a manual for exhibitors)

***Acclaimed by the industry— available to you* FREE!**



The DISPLAYERS, inc.

635 West 54th Street • New York 19, N. Y. • PLaza 7-6500

Industrial displays

625 WEST 55th ST., NEW YORK 19, N. Y.

. . . a complete exhibit package or separate components custom-designed to meet your budget and purpose.

Jenter Exhibits (EP & DA)
230 E. 8th St. (Phone: MO 4-0222)
Martin Jenter, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Engraving, Woodworking, Spray Finishing
Services: Installation, storag
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

NEW YORK

Lewis Barry, Inc. (EP & DA)
12 John St. (38) (Phone: WO 4-0830)
Lewis Barry, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, booth background rental, booth furniture rental, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays

Black-Jensen Exhibits, Inc.
41 East 41st St. (Phone: OXford 7-6932)
Harold Black, President
Departments: Exhibit Design, Exhibit Construction

Dikran Display (EP & DA)
142 E. 32nd St. (16) (Phone: MU 5-0984)
Dikran Dingilan, Owner
Departments: Exhibit Design, Exhibit Construction
Services: Installation
Special Units: Self-contained displays

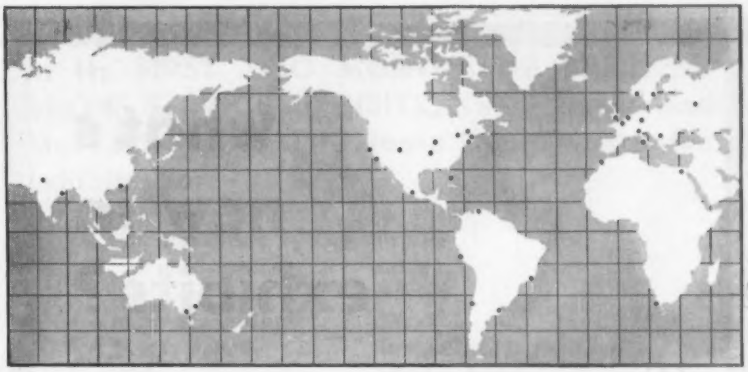
Display Builders, Inc. (EP & DA)
601 W. 50th St. (19)
David A. Fink, President
Departments: Exhibit Design, Exhibit Construction, Signs, Interior Woodwork, Showroom, Design & Construction, Mechanical
Services: Installation
Special Units: Self-contained displays, dioramas, animation devices, floats

Display Corp. of New York
253 W. 64th St. (23) (Phone: TRafalgar 4-2300)
Harry Coopersmith, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Services: Installation
Special Units: Production displays

Display Guild
85-09 57th Ave. (73) (Phone: NE 9-5220)
Lee Brunner, Sales Manager
Departments: Design Engineering and Manufacturing Technical and Timing Devices, Electrical, Mechanical Devices, Metal Fabricating and Structures
Special Units: Production merchandising displays

Display Workshop, Inc.
341 Trumbull St. (3) (Phone: JAckson 2-3237)
Harold P. Post, President
(See listing under Hartford, Conn.)

The Displayers, Inc. (EP & DA)
See Advertisement, Page 252
635 West 54th St. (19) (Phone: JU 6-8800)
Belmont Corn, Jr., President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Carpentry, Painting
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices



Your Show Sales Office In New York

EXPOSITIONS CLEARING HOUSE
ORGANIZATION

ECHO

At Last—A SALES and Information Service for ALL Show Management—Please read carefully.

Dear Mr. Show Manager:

We have provided an unprecedented sales and information service for you.

Here in the heart of New York where most space sales originate, we keep on file complete information about your show. You may use our address in your advertisements, or on your letterheads as a source of information.

Anyone may call at this office in person or by phone, and receive complete, detailed information concerning your show, space available, prices, dates, shipping instructions, etc., from courteous, "show-trained" personnel. There will be absolutely no charge whatsoever for this service.

Should a client, however, be sufficiently interested in your show after consultation, to choose a space, he may sign our general contract form (or your contract, if you have provided us with it), and *you will be charged the industry standard 15% sales commission*, payable when the client's deposit is received. There will be no charges other than this. There will be no charge whatsoever, unless the contract is signed, and the deposit forthcoming, and the contract, naturally, will be subject to your acceptance.

It is as simple as that. You will have an *experienced sales force working for you* in the New York area to whom you pay no salary, and an office at your disposal which dispenses information about your show—without any charge! In order to take advantage of this free service you should forward to us immediately your complete show literature, including brochures, floor plans, prices, dates, contract forms, and shipping instructions, if any. There will be absolutely no further obligation on your part, other than to keep faith with us when space is contracted for through the use of this office.

Legitimate trade shows and public expositions *anywhere in the world* may participate. Forward your literature now!

Herbert A. Sallop

HERBERT A. SALLOP
President

ECHO will also accept assignments for its trained sales personnel to call on specified accounts or their agencies in the New York area at a flat service rate of $10. If a contract is obtained the service fee is waived, and the 15% commission takes effect.

ECHO will conduct complete mail and phone sales campaigns for your show on a low fee basis. Outline your requirements and we will gladly submit estimates.

EXPOSITIONS CLEARING HOUSE Organization
60 East 42nd Street, New York, N. Y. • MUrray Hill 7-6832

what's new in exhibits?

THERE'S PLENTY OF TIME in Grand Central Terminal now, since General Time Corporation joined the parade of blue chip exhibitors in the Merrill Lynch Investment Center. Their five growing divisions combined to present a total corporate image, with accent on the products of Westclox and Seth Thomas.

NEW IVEL SCISSORPAK has taken hold with a bang. This 5 x 8 foot quick-collapsible unit is great for modular booth backgrounds and for individual small-space display and meeting use. Write for folder.

HAVE YOU SEEN the new Hilton Carte Blanche displays now in airports, rail terminals and hotels from coast to coast? High styled, with a strong sales message, they're doing a big job in heavy traffic spots.

INTERESTING NEW USES for Ivelpaks (self-packaged exhibits)—they've gone into the New York Subways to function as candy stores for a big national chain. Opened during the day for high-traffic package selling, they close up at night for security.

PLEXIGLAS MODEL PLANES, four feet long, are now appearing in airline ticket offices to simulate the Fairchild F-27, today's most used prop-jet powered aircraft. These illuminated see-through models, complete with all interior fittings, are individually trimmed in the colors of each airline operator.

NEW TRAVELLING PRODUCT exposition just completed for Federal Pacific Electric now starting on nine months national tour to achieve deeper penetration in the industrial field. Engineered to fit into a single trailer, it will show many new developments in the Company's line of electrical distribution and control equipment.

These are only a few of the many projects which have kept our skilled staff of exhibit specialists busy in recent weeks. We've time to work on your *next project too!*

IVEL CONSTRUCTION CORPORATION

Designers and Builders of Quality Displays

53rd St. & First Ave., Brooklyn 32, New York, Hyacinth 2-3730

• EXHIBIT BUILDERS
• SHOW DECORATORS
• FURNITURE SUPPLIERS
continued

Exhibitors Service, Inc.
430 East 63rd St. (Phone: TEmpleton 8-6361)
Carmen Wales, Manager

Functional Display, Inc. (EP & DA)
1370 Blondell Ave. (61) (Phone: SYcamore 2-6200)
Mervin Zwerling, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk screen, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Gardner Displays of New York
41 E. 42nd St. (17) (Phone: MUrray Hill 7-2621)
(See listing under Pittsburgh)

Graphic Displays
11 Station Ave., Staten Island (9) (Phone: YUkon 4-4780)
Peter Martin, Owner
Departments: Design, Metal Fabricating, Sign, Electrical, Exhibit Construction
Services: Storage
Special Units: Self-contained units, dioramas, production displays, animation devices, floats

Hollywood Banners
116 East 32 St. (16) (Phone: OR 9-4790)
Services: Custom made Logo display drapes

Industrial Displays, Inc. (EP & DA)
625 W. 55th St. (19) (Phone: JU 2-4550)
Jack Paul, Secy.-Treas.
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Ivel Construction Corp. (EP&DA)
See Advertisement, Page 254
53rd St. & 1st Ave. (32) Brooklyn (HY 2-3730)
Leslie Levi, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Model Shop
Services: Installation and complete field services in U. S. and abroad
Special Units: Self-contained displays, modular mobile units, animation devices

Manhattan Exposition Construction Corp. (EP & DA)
247 West 60th St. and Room 253 N. Y. Coliseum (Phone: PL 7-3233)
Charles LaRosa, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanica l
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained displays, mobile units

Mastercraft Associates, Inc. (EP & DA)
360 W. 11th St. (14) (Phone: WA 4-9360)
Harold Lightman, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical
Services: Installation, booth, background rental, storage, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Messmore & Damon, Inc. (EP & DA)

See Advertisement, Page 256

1461 Park Ave. (29) (Phone: TRafalgar 6-3590)
Francis B. Messmore
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Theatrical Scenery
Services: Installation, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

New York Display Service Inc. (EP & DA)

101 Park Ave. (17) (Phone: LExington 2-3759)
Andrew Trifon, Manager
Services: Installations, storage

Selexor Displays, Inc.

312 E. 95th St. (28) (Phone: ATwater 9-8347)
M. Daniel Kingsley, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Angelo Servilio

514 W. 25th St. (Phone: WA 9-3418)
Angelo Servilio, Owner
Departments: Design, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, show decorating
Special Units: Self-contained units, animation devices, floats

Sho-Aids, Inc. (EP&DA)

12 John St.
(See listing under Philadelphia)

Show Service Exhibits, Inc.

See Advertisement, Page 255

New York Coliseum
20 West 60th St. (Phone: JUdson 6-7628)
Howard E. George
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, murals

Sickinger Displays, Inc. (EP&DA)

521 E. 72nd St. (21) (Phone: LE 5-2234)
Xavier Sickinger, President
Services: Installation
Special Units: Production Displays

Strauss Expositions, Inc. (EP&DA)

20 W. 60th St. (23) (Phone: CO 5-0270)
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating

Structural Display Co., Inc. (EP & DA)

3 West 61st St. (Phone: CIrcle 7-0212)
(See listing under Long Island City, N. Y.)

United Exposition Decorating Co., Inc.

N. Y. Coliseum, Room 254 (Phone: COlumbus 5-5133)
William Spiegelman, General Manager
(See listing under Atlantic City)

Walling Display

48 W. 20th St. (11) (Phone: WA 9-3359)
George Walling, Owner
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Special Units: Self-contained units, production displays, animation devices

Warren Displays, Inc. (EP & DA)

555 W. 23rd St. (Phone: AL 5-9646)
Gordon H. Warren, President
Departments: Exhibit Design, Exhibit Construction, sign, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units

In Its FIRST TWO MONTHS OF BUSINESS, SHOW SERVICE EXHIBITS, The Newest And Most Modern Exhibit House Has Constructed Exhibits For:

Air Reduction	Friden
Allied Chemical	I.B.M.
Anaconda	Revlon
Armstrong Cork	Tyrex
Eagle Pencil	United States Plywood
Enjay	Westinghouse



I.B.M. Display at the recent Office Equipment Manufacturers Exhibit, Washington, D. C. 70' long x 40' wide x 28' high. Designed by I.B.M., constructed by Show Service Exhibits, Inc.

Why SSE is the fastest growing show house in the industry.

1 A glass wrapped brand new one story plant of 30,000 square feet with a 20 foot high ceiling. The finest facilities results in lower production costs with a more economical price to the exhibit buyer.

2 Service offices centrally located in the New York Coliseum for the most efficient servicing of shows and conventions. You don't phone for service, you see us personally on the spot.

3 All rental of booth equipment—the newest in Naugahyde, bronze tone furniture, carpeting and accessories—are available from our affiliated company. One contact—one billing—covers all your show needs.

Discover for yourself the reason for our phenomenally rapid growth in the exhibit field. Call or write:

SHOW SERVICE EXHIBITS, Inc.

18-35 38th Street Long Island City 5, New York
RAvenswood 1-4400

"Capable Friends Working With You"
Only Minutes From the N. Y. World Fair Grounds

- **EXHIBIT BUILDERS**
- **SHOW DECORATORS**
- **FURNITURE SUPPLIERS**

continued

York Exposition Service Corp. (EP&DA)
New York Coliseum (19) (Phone: CI 5-1270)
George A. Groht, President
Services: Booth background and drape rental, booth furniture rental, show decorating

OCEANSIDE

for
personalized exhibits
Messmore & Damon

That "something extra" in our finished product reflects a client attitude which, in almost four decades of exhibit design and construction has brought to and *kept with* our firm a long and distinguished list of satisfied customers.

We build to help you sell.
May we fill this role for you?

Messmore and Damon
1461 Park Avenue
New York, New York
TRafalgar 6-3530

Hartwig Displays (EP&DA)
2426 Westlake Ave. (Phone: ROckville Center 6-7171)
Paul Gebhard, Consultant
(See Listing under Milwaukee)

ROCHESTER

Ernst Decoration Co., Inc.
480 Plymouth Ave., S. (3) (Phone: HAmilton 5-5833)
William Ernst, President
Departments: Sign, Electrical
Services: Exhibit rental, booth furniture rental
Special Units: Flags & bunting, floats

SYRACUSE

Ivel Construction Corp. (EP&DA)
East Lake Rd. (10) (Phone: Skaneateles 1144)
Ralph L. Wintersteen, Manager
(See listing under Brooklyn)

Cooper Decorating Co.
1211 E. Fayette St. (Phone: GR 5-2181)
Harris E. Cooper, President
Departments: Exhibit Design, Exhibit Construction, Silk Screen, Electrical
Services: Installation, show decorating, booth rental
Special Units: Displays, Floats

WESTBURY

Display Center Inc. (EP&DA)
84 New York Ave. (Phone: EDgewood 4-5900)
William L. Connah, President
Departments: Design, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Manufacture of complete trade show exhibits and showrooms
Services: Installation, storage, exhibit rental
Special Units: Self-contained units, dioramas, production displays, animation devices

OHIO

CINCINNATI

Display Sales
1632 Gest St. (4) (Phone: GR 1-7600)
Robert M. Nagle, Robert Harrigan, Partners
Departments: Exhibit Design, Exhibit Construction, Silk Screen, Electrical, Mechanical
Services: Storage, show decorating
Special Units: Self-contained displays, production displays, animation devices

George E. Fern Co.
1410 Elm St. (10)
G. Edward Fern, President
Departments: Sign
Services: Installation, booth background and drape rental, booth furniture rental, show decorating

Production Presentation Inc.
1036 Gilbert Ave. (2) (Phone: GA 1-1830)
Don K. Howard, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Sales Production Corp.
1617 Reading Road (2) (Phone: CH 1-1007)
George R. Timmerman, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

CLEVELAND

Add Co.
1776 E. 43rd St. (3) (Phone: ENdicott 1-1530)
Geraldine Copperman, President
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating

Andrews, Bartlett & Associates, Inc.
See Advertisement, Page 1
1849 W. 24th St. (13)
A. S. Andrews, President; Harold E. Bartlett, Vice President
Departments: Exposition Management, Exposition Production, Booth Background, Show Decoration, Rental Furnishings and Equipment, Exhibit Design & Construction
Services: Complete convention and exposition services, booth background and drape rental, booth furniture rental, show decorating, show management

Bates & Hammond, Inc.
1011 Bronson Court (Phone: PRospect 1-6725)
John P. Bates
Departments: Design, Sign
Services: Installation, Booth Background and Drape Rental, Booth Furniture Rental, Storage, Show Decorating

Calmore-DeVorn, Inc. (EP&DA)
1445 Dodge Ct. (14) (Phone: CH 1-2307)
C. Calvin Moore, President
Robert L. DeVorn, Vice President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, mobile units, production displays, animation devices

DeVorn Displays Corp. (EP & DA)
1022 Beltline Rd. (9) (Phone: ON 1-1550)

STIEF EXHIBITS will help you Sell
HARVEY G. STIEF, INC.
Cleveland, Ohio GL. 1-4243





Mayflower sets them up . . . takes 'em down . . . keeps your show on the go!



Your Routed Exhibits Need Our Complete Money-Saving Service!



America's Most Recommended Mover

● Find out more about this worry-free way to handle your next "routed" exhibit move. Consider its obvious advantages, *plus the way it eliminates so many hidden extra expenses* you are paying now.

It will be planned to your requirements—to deliver it safely and on time! Only a *veteran* Mayflower driver is selected . . . thoroughly trained in proper care of costly complete exhibits . . . expert in meeting over-the-road schedules . . . resourceful enough to cope with any specialized display moving problem.

Your local Mayflower agent knows the *least* expensive way to set it up. Planning ahead saves money, too, so why not call him now!

Ask for "17 Reasons Why"—a practical exhibit guide.

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS, INDIANA

- **EXHIBIT BUILDERS**
- **SHOW DECORATORS**
- **FURNITURE SUPPLIERS**

continued

John F. Clarke, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Plastics
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Gallo Displays, Inc. (EP&DA)

1012 Sumner Ave. (15) (Phone: TO 1-3440)
Paul B. Gallo, President
Departments: Exhibit Design, Exhibit Construction, Merchandisers, Sign, Silk Screen, Electrical, Mechanical, Photographic
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Don Glaze Display Service (EP&DA)

6742 Commonwealth Blvd. (30) (Phone: VI 3-2312)
Don Glaze, President
Services: Exhibit installation, storage

Gravatt Displays (EP & DA)

19627 W. Lake Rd. (16) (Phone: ED 1-6450)
R. H. Gravatt, Owner
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, production displays

Ivel Construction Corp. (EP&DA)

1220 Huron Rd. (Phone: SU 1-5533)
Leon Gordon Miller, Manager
(See listing under Brooklyn)

Ohio Displays, Inc. (EP & DA)

(See Advertisement, Page 258

2206 W. Superior Viaduct (13) (Phone: CH 1-3777)
Clifford T. McKay, Vice President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Rappaport Studios, Inc. (EP & DA)

1618 Walnut Ave. (14) (Phone: SU 1-6060)
Maurice I. Rappaport, President
Departments: Exhibit Design, Exhibit Construction, Photo Reproductions & Murals
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Rogers Display Studios, Inc. (EP&DA)

5815 Kinsman Rd. (4) (Phone: UT 1-0676)
Van R. Rogers, President
Departments: Exhibit Design, Exhibit Construction, Silk Screen, Electrical, Mechanical
Services: Installation, booth furniture rental, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Sales Improvement Display Co.

1022 Belt Line St. (Phone: ON 1-1550)
Frederic W. Gill, President
Departments: Exhibit Design, Exhibit Construction Sign, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Harvey G. Stief, Inc. (EP & DA)

See Advertisement, Page 256

424 E. 131st St. (8) (Phone: GL 1-4243)
Harvey G. Stief, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Plastic
Services: Installation, booth furniture rental, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

United Exposition Service Co.

1940 E. 6th St.
William S. Stetson, General Manager
(See listing under Atlantic City)

DAYTON

Merchandise Displays, Inc. (EP & DA)

233 Leo St. (4) (Phone: BAldwin 4-8353)
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, floats, animation devices

TOLEDO

Activ-Ad, Incorporated (EP & DA)

21 S. Erie St. (2) (Phone: CHerry 8-3541)
L. K. Mueller, President
Departments: Exhibit Design, Exhibit Construction, Hardbound Fabricating, Metal Fabricating, Plastics, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays

Herzberg Decorating Studios

835 Broadway (9) (Phone: CHerry 3-5978)
Max R. Herzberg, Owner
Departments: Sign
Services: Show decorating, exhibit rental
Special Units: Floats

WARREN

Custom Displays, Inc. (EP&DA)

2610 N. Park Ave. (Phone: EXpress 4-1555)
Robert A. Wellington, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices



OKLAHOMA

TULSA

Dallas Meade Constructors, Inc. (EP&DA)

55 N. Madison St. (Phone: LUther 7-7201)
Dallas Meade, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

OREGON

PORTLAND

FAMOUS LAST WORDS (No. 10)

"OUR EXHIBIT JUST NEEDS A NEW COAT OF PAINT!"



...A NEW COAT OF PAINT WON'T HELP AN EXHIBIT THAT'S OUT OF DATE

An exhibit, like a piece of productive machinery, eventually reaches a point of no return. Once it does, refurbishing may make it look fresh and clean, but the exhibit may still fall short of the job to be done.

There is no rule of thumb that one can follow to determine whether an exhibit is re-usable or ready for discard. Any number of factors can obsolete an exhibit.

Inflexibility in design and construction may prevent proper and dramatic display of a new product or new feature of existing product. Frequently, innovations in exhibit techniques will precipitate obsolescence. Or it's conceivable that your present exhibit no longer projects the desired corporate image or current theme.

Before you apply the paint brush, we suggest you give the above "exhibit evaluation factors" serious consideration. It may well be that a new exhibit, based upon your immediate and long range objectives, will save you money in terms of greater returns for your exhibit dollar.

Additional "Exhibit Evaluation Factors" are described in a new mailing piece. Upon request, we'll send you a copy along with a new 8-page folder entitled "Sales Producing Exhibits." This contains illustrations and detailed explanations of exhibit techniques successfully used by GRS&W clients. Send for your copies.



GRS&W exhibits and displays

GARDNER, ROBINSON, STIERHEIM & WEIS, INC. • 5875 Centre Avenue, Pittsburgh 6, Pennsylvania

• EXHIBIT BUILDERS
• SHOW DECORATORS
• FURNITURE SUPPLIERS

continued

Bert J. Harris & Associates (EP&DA)
210 N. W. 21st Ave. (9) (Phone: CA 3-2222)
Bert J. Harris, Owner
Departments: Design
Services: Installation
Special Units: Self-contained units, dioramas, mobile (truck, trailer) units, production displays, animation devices, floats

Porterfield Sign Advertising (EP & DA)
4412 S.W. Corbett Avenue (Phone: CApitol 6-3907
Wilbur A. Porterfield, President

Charles L. Wakefield Displays-Decorations
4422 S.W. Corbett St. (Phone: CApitol 8-8249)
Services: Booths, stages, signs, flags, draperies, furniture, lighting, display materials, mobile units

PENNSYLVANIA

HARRISBURG

Hain Wolf Studios, Inc. (EP&DA)
4002 Jonestown Rd. (Phone: KIngswood 5-3717)
Don E. Grimes, Vice President
Departments: Design, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices

PHILADELPHIA

The Art Guild of Philadelphia (EP & DA)
134 N. 22nd St. (3) (Phone: LOcust 7-3322)
Morris Beck, Manager

Lewis Barry, Inc. (EP & DA)
275 S. 59th St. (39) (Phone: SHerwood 8-3113)
(See listing under New York City)

Berm Studios, Inc. (EP&DA)
404 E. Baltimore Ave. (Phone: GRanite 2-2431)
Sydney Berman, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Services: Installation, booth background and drape rental, storage, booth furniture rental, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Design Associates, Inc. (EP&DA)
4422 Market St. (4) (Phone: EVergreen 2-2747)
Warren T. Logan, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Dirmeyer Displays, Inc. (EP&DA)
3340 Rorer St. (34) (Phone. GArfield 6-5130)
C. N. Dirmeyer, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Silk Screen, Sign, Electrical
Services: Installation, storage
Special Units: Point of purchase displays, animation, scale models, dioramas

The Display House
1101 S. 20th St. (46) (Phone: PE 6-4445-49-50)
Archie Lewy, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical, Woodwork, Cabinet Construction, Silk Screen
Services: Installation, booth furniture rental, storage, exhibit rental
Special Units: Self-contained displays, mobile units, production displays, dioramas, animation devices, floats

General Exhibits (EP&DA)
1440 S. Bambrey St. (45) (Phone: HOward 7-1600)
S. Miller Mack, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained units, mobile units, animation devices

Ivel Construction Corp. (EP&DA)
(Dailey Service)
1207 Sprunce St. (Phone: KIngsley 6-1797)
(See listing under New York City)

Sho-Aids, Inc. (EP&DA)
277 S. 59th St. (39) (Phone: SHerwood 8-2622)
Louis DeCecco, Vice-President
Services: Booth installation

William H. Simkins Studio (EP&DA)
3 Penn Center Plaza (2) (Phone: LOcust 4-0202)
L. H. Lipka, Owner
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Silk Screen, Electrical, Mechanical, Sales Meetings, Graphic Arts, Photography, Theatre for Industry
Services: Installation, storage, producers, writers and directors of sales meetings and presentations, employee training aids, film strips, slides, artwork, brochures, booklets, visual aids and package design
Special Units: "Simkimatic" programming control unit for shows, lighting and projection equipment

W. E. Sparks Studio, Inc. (EP&DA)
2415 South St. (46) (Phone: KI 5-6040)
Donald R. Sparks, President
Departments: Exhibit Design, Exhibit Construction, Painting
Services: Installation, storage
Special Units: Self-contained units, animation devices

United Booth Equipment Co.
630 S. 42nd St. (4) (Phone: EVergreen 6-2772)
Sol Katz, General Manager
(See listing under Atlantic City)

PITTSBURGH

Gardner Associates, Inc. (EP&DA)
335 Fifth Ave. (22) (Phone: ATlantic 1-2640)
Harry B. Gardner, Jr., President
Departments: Design, Phonomimic, Demonstration and Dramatized Sales Features

Gardner Displays Co.
477 Melwood St. (13) (Phone: MA 1-9443)
J. M. Crookston, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Models
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

GRS&W
(Gardner, Robinson, Stierheim & Weis, Inc.)
See Advetrisement, Page 259
5875 Center Ave. (6) (Phone: EM 2-1400)
R. P. Stierheim, President
Robert C. Dickman, V-P Sales
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

United Booth Equipment Co.
407 Seventh Ave., Chamber of Commerce Bldg.
William W. Stetson, General Manager
(Affiliate of United Exposition Service Co., Atlantic City, N. J.)

PROSPECT PARK

Technical Displayers, Inc.
738 Maryland Ave. (Phone: SA 9-7800)
F. L. Woodmansee
Departments: Design, Silk Screen, Sign, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained units, dioramas, mobile units, animation devices

READING

Ivel Construction Corp. (EP&DA)
(Dailey Service)
610 Washington St.
(See listing under New York City)

TENNESSEE

MEMPHIS

Newhouse Co., Inc.
124 Exchange Ave.
Will Grimes, Mgr.
Departments: Exhibit Design, Exhibit Construction, Sign
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating

TEXAS

DALLAS

Freeman Decorating Co. (EP&DA)
See Advertisement, Page 246
3004 Commerce St. (Phone: RIverside 1-1514)
John E. Gebhard, Manager
Departments: Exhibit Design, Exhibit Construction, Sign
Services: Installation, booth background and drape rental, booth furniture rental, show decorating
Special Units: Self-contained displays, production displays

HOUSTON

Arnold-Rogers
101 Main St. (2) (Phone: CApitol 7-6165)
Frank Arnold, Partner
Departments: Exhibit Design, Exhibit Construction, Sign
Services: Installation, show decorating

Brede, Inc.
2000 Hussion St.
Eddie Jones, Manager
(See listing under Minneapolis)

Hazel Hays Southwestern Decorators (EP&DA)

6225 St. Augustine Ave. (21) (Phone: JA 4-3119)
Hazel Hays, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Mobile units

VIRGINIA

ALEXANDRIA

Design & Production, Inc. (EP&DA)

826 Slaters Lane (Phone: KI 8-8080)
Leonard C. Rennie, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Models
Services: Installation and storage limited
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, electronics units

ARLINGTON

Theodore John Christensen, Inc.

501 S. 20th St. (2) (Phone: OT 4-7608)
Frank Masters, Sales Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

WASHINGTON

SEATTLE

Rowan, Inc. (EP&DA)

2110 Western Ave. (1) (Phone: IM 2-4075)
W. Al Rowan, President
Departments: Exhibit Design, Exhibit Construction, Sign, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, show decorating
Special Units: Production Displays, floats

WISCONSIN

MILWAUKEE

Art Siemann Advertising, Inc.

2201 W. Greenfield Ave. (4) (Phone: MItchell 5-6365)
Art Siemann, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical
Services: Installation, booth background rental, show decorating, flag rental and decorating for conventions
Special Units: Self-contained displays, production displays, floats

Derse Advertising Co. (EP & DA)

2620 West St. Paul Ave. (3) (Phone: DI 4-2770)
Robert Draeger, Display Manager
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Foster Custom Displays, Inc.

224 E. 1st St. (4) (Phone: BR 6-0668)
Earl J. Foster, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Gray-Way Advertising Displays, Inc. (EP & DA)

3727 N. Palmer St. (12) (Phone: FR 4-0540)
F. E. Gray, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Mechanical, Model Making
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating, outdoor advertising, bulletins
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Hartwig Displays (EP&DA)

1325 N. Van Buren St. (2) (Phone: BR 6-4857)
Walter A. Hartwig, President
Departments: Exhibit Design, Exhibit Construction, Metal and Plastic Fabrication, Electrical, Mechanical
Services: Installation, exhibit and furniture rental, storage
Special Units: Self-contained units, models, dioramas, terminal displays, animated figures, mobile units

Lothar Display Engineering Co.

3536 W. Fairmount Ave. (9) (Phone: HO 3-0882)
Lothar M. Weichelt, Owner
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Plastic Fabricating, Eletcrical, Mechanical, Model Making
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Motion & Display Co.

1032 W. Somers St. (5) (Phone: BR 1-3921)
Leon Marks, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical, Spray Painting
Services: Installation, booth background and drape rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Wisconsin Display Studios

1124 N. 5th St. (5) (Phone: BRoadway 6-2675)
William Leutner, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

CANADA

BRITISH COLUMBIA

VANCOUVER

Challier Display Associates Ltd.

1451 Adanac St. (Phone: HAstings 8417)
Herbert Challier, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

ONTARIO

TORONTO

Arrow Displays

586 Kingston Road (8)
Phone: OX 9-2315
W. Wallis, Owner
Departments: Sign
Services: Exhibit rental, show decorating

Dana Designs, Ltd.

19 Yorksville Ave. (Phone: WA 4-8453)
Lloyd A. Hackwell, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth furniture rentals

Design Craft, Ltd.

340 Dufferin St. (Phone: LEnnox 4-8471)
C. M. Charters, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Display Service Co., Ltd.

101-103 Queen St., E. (Phone: EM 3-5125)
Gordon F. Hall, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Carpentry
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Dynamic Displays, Ltd.

200 Geary Ave. (Phone: LE 1-5051)
Frank J. Bernard, President
Departments: Sign, Electrical, Mechanical, Exhibit Design, Exhibit Construction
Services: Installation, booth furniture rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Staples Sign & Display Ltd.

544 King St., W. (Phone: EM 6-2709)
G. O. Staples and J. N. Staples, Partners
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Carpentry
Services: Installation, booth background and drape rental, booth furniture rental, storage
Special Units: Self-contained displays, production displays, animation devices

Stronco Ltd.

111 Judge Road (18)
(See Hale Decorators, Buffalo)

MONTREAL

Carl Mangold, Ltd.

1495 St. James St., W. (Phone: WEllington 2-6179)
Carl Mangold, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Carpentry
Services: Installation, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Clarkson-Conway Associates, Ltd.

Queen Elizabeth and Sheraton Mount Royal Hotels (Phone: AV 8-6742)
Raymond R. Meikle, Director of Sales
Departments: Sign, Electrical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

Taylor Advertising, Ltd.

425 River St. (Phone: TR 2571)
V. E. Traversy, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Badge Suppliers

CALIFORNIA

LOS ANGELES

Award Incentives, Inc.
4710 Crenshaw Blvd.
(See listing under New York City)

SAN FRANCISCO

Danzinger Sales Division
Walter N. Cribbins & Co. Inc.
619 Mission St. (5) (Phone: YUkon 2-8450)
Dan Danzinger, Vice President
Products: Badges, ribbon, buttons, convention gifts

Award Incentives, Inc.
619 Mission St.
(See listing under New York City)

COLORADO

DENVER

Colorado Badge & Novelty Co.
2051 Champa St. (5) (Phone: AComa 2-3813)
Products: Badges in celluloid, ribbon and metal

DISTRICT OF COLUMBIA

WASHINGTON, D.C.

Lamb Seal & Stencil Co.
824 13th St. N. W.
C. H. Brown, President
Products: Badges



STICK-ON BADGES
For MEETINGS and CONVENTIONS
Name Badges, stick on any Garment. No pins or buttons.
ONLY 5c Each
IMPRINTED
1000 lots . . . less 6c each
3 inch Circle, Square or Triangle. 10 day service. Send copy. Guaranteed.
FREE SAMPLES — Glad to send them
Order from Frank D. Jackson,
JACK-BILT, 906 Central St., Phone VI 2-5068
Kansas City, Mo.

Lewis Co.
1926 L St. N. W.
J. G. Ellisor, Vice President
Products: Badges, ribbons, favors, buttons

FLORIDA

ST. PETERSBURG

D. L. Vaughn & Associates
101 8th Ave. S. E.
Dale Vaughn, General Manager
Products: Badges, registration cards, ribbons

GEORGIA

ATLANTA

General Specialties, Inc.
94 Edgewood Ave., N. E.
R. L. Cheek, President
Products: Celluloid name holders, metal name bars, ribbons, buttons, arm bands, sashes

ILLINOIS

CHICAGO

Adcraft Manufacturing Co.
455 N. Oakley Blvd. (12) (Phone: MO 6-0272)
F. J. Sitzberger
Products: Badges, printed inserts, registration cards

Award Incentives, Inc.
6331 W. Spokane Ave. (46)
John J. Finney, Gen. Sales Mgr.
(See listing under New York City)

Green Duck Metal Stamping Co.
1520 W. Montana St. (14) (Phone: LAkeview 5-7100)
Products: Badges in celluloid, ribbon and metal

Parisian Novelty Co.
3510 S. Western Ave. (9)
Products: Badges, badge holders, buttons, advertising specialties

MASSACHUSETTS

BOSTON

Arthur Blank & Co., Inc.
10 Causeway (14)
Harry Blank, Manager
Products: Convention badges, plastic holders, printed plastics, buttons, badges, ribbons

Pilgrim Badge & Specialty Co.
266 Babcock St. (15) (Phone: STadium 2-9300)
Products: Badges in plastic, ribbon and metal

MINNESOTA

MINNEAPOLIS

Midwest Badge & Novelty Co., Inc.
4420 Excelsior Blvd. (16) (Phone: WAlnut 7-9901)
A. F. Collins, President
Products: Badges, buttons, trophies

Wendell-Northwestern, Inc.
2424 East Franklin
William E. Bryant, Vice President
Products: Badges, buttons

MISSOURI

KANSAS CITY

Jack Bilt Corp.
See Advertisement, Page 262
906 Central St. (6)
Frank D. Jackson, President
Products: Pressure-sensitive stick-on badges

ST. LOUIS

Award Incentives, Inc.
8623 Brookshire
University City 24
(See listing under New York City)

St. Louis Button Co., Inc.
415 Lucas Ave. (2) (Phone: CEntral 1-4916)
Products: Celluloid buttons, plastic badge cases, ribbons

NEW JERSEY

NEWARK

The Whitehead & Hoag Co.
107 First St. (1) (Phone: HUmboldt 3-4600)
A. E. Wunderlich, Sales Promotion Manager
Products: Arm bands, badges in plastic and metal, buttons in plastic and metal, ribbons, trade show souvenirs,

NEW YORK

BEAVER FALLS

Glenfield Plastics, Inc.
Phone: LOwville 430
Robert H. Snow, Sales Manager
Products: Badge holders, printed inserts, ribbons

NEW YORK

Award Incentives, Inc.
60 Jay St. (Phone: JA 2-3600)
Murray Nedell, President
Products: Badges, ribbons, emblems, trophies

Best Banner & Novelty Co.
43 E. 20th St. (3) (Phone: AL 4-2255)
Sol Hirsch, Owner
Products: Badges, buttons, ribbons, arm bands

Empress Specialty Co.
716 Broadway
E. Ress
Products: Badges, buttons, advertising novelties

Flaghouse, Inc.
2010 3rd Ave.
Thomas G. Borowik, Vice President
Products: Badges, buttons

Green Duck Metal Stamping Co.
55 W. 42nd St.
(See listing under Chicago)

E & H Simon, Inc.
381 Fourth Ave. (16) (Phone: LExington 2-0430)
Herbert Simon, President
Products: Badges, buttons

ROCHESTER

Metal Arts Co., Inc.
742 Portland Ave.
Charles W. Jack, Sales Manager
Products: Embossed metal convention badges

SYRACUSE

H. Stiefel Co.
548 S. Salina St.
Hans Stiefel, President
Products: Badges, buttons, ribbons, give-a-ways

OHIO

CINCINNATI

Award Incentives, Inc.
6098 Dryden Street
(See listing under New York City)

Pettibone Bros. Mfg. Co.
224-228 E. 8th St. (2) (Phone: CH 1-5080)
Gene Mesh, Sales Manager
Products: Badges, buttons, ribbons, badge cases, banners, flags

CLEVELAND

Dawson Co.
2929 Prospect Ave. (Phone: Prospect 1-7770)
R. M. House
Products: Badges, buttons, ribbons

Western Specialty Co.
211 Ninth-Chester Bldg.
J. M. Latta, Sales Manager
Products: Badges

OREGON

PORTLAND

Irwin-Hodson Co.
439 N.W. 15th St. (9) (Phone: CA 7-2401)
Edgar A. McDonald, Jr.
Products: Badges, ribbons, badge bars

PENNSYLVANIA

PHILADELPHIA

Award Incentives, Inc.
7817-19 N. Broad Street
(See listing under New York City)

Philadelphia Badge Co., Inc.
1007 Filbert St. (7) (Phone: WAlnut 2-1790)
Mrs. Gertrude J. Bell, Sales Manager
Products: Pressure-sensitive badges, badge cases

RHODE ISLAND

PROVIDENCE

Emblem & Badge Mfg. Co.
68 Pine St. (3) (Phone: DExter 1-5444)
Nathan Resnik, Manager
Products: Badges, buttons, trophies, emblems

TENNESSEE

CHATTANOOGA

Eaves Badge & Emblem Co.
107 E. 8th St. (2) (Phone: AM 6-1614)
George G. Eaves, Partner
Products: Barges, ribbons

KNOXVILLE

Colonial Press
409 Wall Ave. (1) (Phone: 2-4611)
R. L. Quinn, General Manager
Products: Badges

WASHINGTON

SPOKANE

Spokane Stamp Works
W. 401 First Ave.
Ross Eliot Jensen
Products: Badges, ribbons

Model Agencies

ARIZONA

TUCSON

Flair Parissienne
3826 E. Speedway
Marie Sarkiss, Director
Services: Models

COLORADO

DENVER

Morganti Charm and Modeling School
1443 Stout St. (2) (Phone: ALpine 5-4885)
Cesare Morganti, Director
Services: Models, demonstrators

DISTRICT OF COLUMBIA

WASHINGTON, D.C.

Convention Services
605 14th St., N. W. Suite 500
Phyllis Herson, Director
Services: Models, fashion show productions, hospitality hostesses

FLORIDA

ST. PETERSBURG

Helen Cook Modeling Agency
2534 Central Ave.
Services: Models, hostesses

GEORGIA

ATLANTA

Patricia Stevens Modeling School
585 Peachtree St., N.E. (Phone: EM 5348)
Miss Bauder, Director
(See listing under Chicago)

ILLINOIS

CHICAGO

Nancy Simpson Agency
64 W. Randolph St. (Phone: ANdover 3-1856)
Edgar H. Simpson, Genl. Mgr.
Services: Models, narrators, receptionists, demonstrators, sales assistants, fashion shows, charm lectures & programs for convention wives

Patricia Stevens Model & Talent Agency
22 W. Madison St. (Phone: State 2-9107)
Services: Models, receptionists

Patricia Vance Model Agency
131 S. Wabash St. (Phone: FInancial 6-5430)
Ed Harrell, Manager
Services: Models, receptionists, talent

MASSACHUSETTS

BOSTON

Burr of Boston
431 Boylston St.
Margery Burr, Manager
Services: Hostesses, fashion shows

Rogers Model Agency
30 Huntington Ave. (16) (Phone: COmmonwealth 6-3420)
Roly Rogers, Director
Services: Models, receptionists, demonstrators

MICHIGAN

DETROIT

Patricia Stevens Modeling School
707 Empire Bldg. (26) (Phone: WO 1-0187)
Doris Wood, Director
(See listing under Chicago)

MODEL AGENCIES
continued

MINNESOTA

MINNEAPOLIS

Vangen Models
4112 Highwood Rd. (16) (Phone: WAlnut 6-4336)
Margaret Vangen, President
Services: Models, hostesses, actors, props, costumes

NEW JERSEY

ATLANTIC CITY

Atlantic City Models' Guild
8 S. Hanover Ave. (Phone: 2-2222)
Marie McCullough, Executive Director
Services: Models, receptionists, sales assistants, fashion shows, charm lectures, sightseeing tours, entertainment all types of programs

CAMDEN

Jo Anderson Model Agency
731 Federal St.
Peg Anderson, Director
Services: Hostesses, demonstrators

NEW YORK

BUFFALO

Ferrel School of Modeling
271 Delaware Ave. (Phone: MO 6898)
Marion K. Ferrel, Director
Services: Models, receptionists

NEW YORK

Saxi J. Holtsworth Model Agency
316 W. 57th St. (19) (Phone: CO 5-9361)
Saxi J. Holtsworth, President
Services: Models, booth demonstrators

Beatrice Joyce Presentations
150 Broadway (Phone: BE 3-3813)
Beatrice Joyce
Services: Fashion shows

McClelland Agency, Inc.
8 West 56th St.
Services: Models, actors, actresses

Bev. Salle Agency Inc.
151 E. 50th St. (Phone: PLaza 3-0161)
Services: Models, receptionists

OHIO

CINCINNATI

Kathleen Wellman's Modeling School
31 East 4th St. (2) (Phone: Dunbar 1-6996)
Kathleen Wellman, Director
Services: Models, receptionists

PENNSYLVANIA

PHILADELPHIA

Dorothy Dean Model Agency
1011 Chestnut St.
Services: Demonstrators, hostesses, models, registrars, actors

Patricia Stevens Finishing School
1621 Chestnut St. (Phone: LOcust 7-1300)
Joan Klein, Director
Services: Models, instructors

Philadelphia Modeling and Charm School
105 S. 18th St.
Robert Campbell, Assistant Director
Services: Models, demonstrators, speakers, hostesses

TENNESSEE

MEMPHIS

Models by Cathy
Hotel King Cotton (Phone: JAckson 6-5883, ext. 200)
Cathy Bauby, Owner
Services: Models, charm lectures, fashion shows, demonstrators, receptionists, bands, combos, talent acts

TEXAS

FT. WORTH

Howard-Eades Modeling School
Westbrook Hotel, 623 Salon (Phone: ED 9018)
Theodosia Howard
Services: Models, receptionists, fashion shows

HOUSTON

Mary Beth McDonald Modeling School
1006 Berry St. (4) (Phone: JA 9-3531)
Mary Beth McDonald, Owner
Services: Models for photography, fashion, television and conventions, receptionists and demonstrators

CANADA

ONTARIO

Ottawa

Del Rio Modelling and Theatrical Agency
338 Somerset St. West
Robert Del Rio, Manager
Services: Models, entertainers

Finesse Studios
78 Sparks St. (Phone: Central 3-7663)
Olga Kelman, Managing Director
Services: Models, supervision of fashion shows

Photographers

ARIZONA

PHOENIX

Markow Photography
741 E. McDowell Rd. (Phone: AL 8-6191)
Bob Markow, Owner

TUCSON

Western Ways Commercial Photography
376 S. Stone Ave.
Peter Balestrero, Manager

CALIFORNIA

SAN FRANCISCO

Cristof Studio
Fairmont Hotel (Phone: EX 2-5710)
K. E. Cristof, Owner

Gabriel Moulin Studios
181 Second St. (5) (Phone: YU 6-4224)
William L. Jahnke, Sales Director

COLORADO

DENVER

Charles Grover Photography
1479 S. Jackson St. (10) (Phone: SKyline 6-8059)
Charles E. Grover, Owner

CONNECTICUT

HARTFORD

Capitol Studios, Inc.
26 High St. (3) (Phone: JAckson 5-1175)
Norman Pastor, President

DISTRICT OF COLUMBIA

WASHINGTON

Capitol Photo Service, Inc.
1177 New Hampshire Ave., N. W.
Ed Segal, sales manager

Chase Studios, Ltd.
19th & M Sts., N.W. (6) (Phone: DIstrict 7-4900)
Emil Schaefer, President

Harris & Ewing
1304 G St., N.W. (5) (Phone: NA 8-8700)
Andrew J. May, Vice-President

Tenschirt Photo Co.
1524 K St., N.W. (Phone: NAtional 8-5495)
Joe Tenschirt, Owner

FLORIDA

MIAMI BEACH

Noel Lanham
Sans Souci Hotel (Phone: JE 8-6861)

ST. PETERSBURG

Abby Photographers, Inc.
3635 5th Ave. (3) (Phone: 5-5540)
Albert J. Bottorff

Joe Scheff Photography
311 First Ave., South

GEORGIA

ATLANTA

Edgar Orr & Co.
85 Cain St., N. E.
Edgar Orr, Owner

Walton Reeves & Associates, Inc.
611 Boulevard, N. E. (8) (Phone: TR 2-1124)
Charlie Knapp, Manager

AUGUSTA

Morgan Fitz Photographers
305 Herald Bldg. (Phone: 4-7759)
Morgan Fitz, Owner

H and H Photo Service Co.
1554 Piedmont Ave., N. E. (Phone: TR 4-9081)
Hugh B. Bagley

ILLINOIS

CHICAGO

Oscar & Associates, Inc.
63 E. Adams St. (3) (Phone. WAbash 2-0056)
Jerry A. Smolka, President

PICS Photographers
187 N. LaSalle St. (1) (Phone: DEarborn 2-1062)
Wayne A. Thiem, Vice-President

MASSACHUSETTS

BOSTON

Atlantic Photo Service
665 Boylston St.
Mike Horwitz

Fay Foto Service, Inc.
45 W. Canton St. (Phone: COpley 7-2000)
Harry Selig, Manager

School Street Camera Corp.
289 Washington St.
Daniel A. Covity

MICHIGAN

DETROIT

Spencer Photographers
1200 United Artist Bldg. (26)
K. S. Spencer, Owner

MINNESOTA

MINNEAPOLIS

Hasco Photographic Studio
1109 S. 2nd St. (15) (Phone: FEderal 8-4008)
Henry A. Simacek, Sr., Manager

ST. PAUL

Schawang Studio
961 Rice St. (17) (Phone: HU 9-7333)
Peter E. Schawang, Jr., Partner

MISSISSIPPI

JACKSON

Hiatt-Ford Photographers
319 E. Pearl St. (Phone: FL 2-8018)

MISSOURI

ST. LOUIS

Dorrill Photographers
922 Pine St. (1) (Phone: CE 1-0606)
Irv Schankman, Manager

Eugene Taylor Convention Photographer
1134 Locust St. (1) (Phone: Chestnut 1-5466)
Eugene Taylor, Owner

NEW JERSEY

ATLANTIC CITY

Central Studios Convention Photographers
625 Atlantic Ave. (Phone: 4-1216)
Morris Newstat, Owner

Fred Hess & Son
166 S. Virginia Ave. (Phone: 4-6114)

NEW YORK

NEW YORK

Convention Photos
58 E. 34th St. (16) (Phone: MU 5-7326)
George Jervas & O. Winston Link

Arthur David Studios
541 W. 207 St.
David Gotthelf, Salesman

Standard Flashlight Co., Inc.
1595 Broadway
Frank Simon, President

Universal Photo Service
22 W. 30th St. (Phone: OR 7-7972)
Jack Lichtman, Manager

SYRACUSE

Dan Owen & Co.
224 Cedar St.
Dan Owen, President

NORTH CAROLINA

ASHEVILLE

Ewart M. Ball Photographic Service
P. O. Box 111
Ewart M. Ball, Manager

Putnam Photography
63 Elkmont Drive (Phone: Alpine 2-4010)
Richard P. Putnam, Owner



PHILADELPHIA'S CONVENTION PHOTOGRAPHERS

Specializing in all phases of convention and Commercial photography

LO3-2028

sps Philadelphia's official hotel photographers since 1918
STANDARD PHOTO SERVICE
2031 CHESTNUT ST. • PHILA. 3

PHOTOGRAPHERS
continued

OHIO

AKRON

National Convention Photo Service
1528 East Ave (14) (Phone: PL 3-8917)
Sid Mendelson, Manager

CINCINNATI

Marsh Photographers, Inc.
12 E. Ninth St. (2) (Phone: GArfield 1-1234)
John Dixon, Manager

Osborne Photographers
505 Elm St. (2) (Phone: MA 1-3948)
L. S. Osborne Convention Manager

CLEVELAND

Miller-Eriter Studios
2601 Detroit Ave. (Phone: MAin 1-3279)
Art Miller, Owner

COLUMBUS

Firestone Photographs
168 N. 3rd St. (15) (Phone: CApitol 8-5883)
Daniel Firestone, Owner

PENNSYLVANIA

PHILADELPHIA

Jules Schick, Photography
Architects Bldg. (3) (Phone: LOcust 3-2028)
Jules Schick, Partner

Standard Photo Service
See Advertisement, Page 265
2031 Chestnut St. (3) & Sheraton Hotel (Phone: RIttenhouse 6-2038)
Sidney Robbins

PITTSBURGH

Vinard Studios
273 N. Craig St. (13) (Phone: MU 1-0314)
Lou Malkin, Owner

TENNESSEE

NASHVILLE

Grannis Studios
4063 Hillsboro Rd. (Phone: CYpress 2-5380)
Bob Grannis, Owner

TEXAS

FT. WORTH

W. D. Smith Commercial Photographs
1307 W. El Paso St. (3) (Phone: EDison 5-5555)
W. D. Smith, Owner

SAN ANTONIO

Lande Studio
3133 N. McCullough Ave. (12) (Phone: TAylor 4-2451)
Les Lande, Owner

VIRGINIA

RICHMOND

Colonial Studios
9 East Grace St.
Frank Dementi, Owner

WASHINGTON

SEATTLE

Kaminske Photography
5711 Phinney Ave. (3)
Harold Kaminske, Owner

SPOKANE

Commercial Photographers
E. 1720 Sprague Ave.
Dean H. Coon

Charles A. Libby & Son
S 218 Lincoln St. (Phone: MA 4-5535)
Charles A. Libby, Jr., Manager

Richter-Brown, Inc.
319 Sprague Ave. (4)
Walter W. Richter, President

WEST VIRGINIA

CHARLESTON

W. E. Bollinger & Sons
128 Delaware Ave. (12) (Phone: DI 2-6561)
Cramer G. Bollinger, Partner

CANADA

ONTARIO

OTTAWA

Dominion-wide Photographs
226 Sparks St.
W. H. Olson, Manager

Entertainment and Industrial Show Producers

CALIFORNIA

BERKELEY

Muir Theatrical Agency
Hotel Claremont (5) (Phone: THorn 5-6479)
Jimmy Muir, Manager
Services: Entertainment, music, models, receptionist

BEVERLY HILLS

General Artists Corp.
9650 Santa Monica Blvd. (Phone: CRestview 1-3101)
Henry Miller, Vice-President
(See listing under Chicago)

Music Corp. of America
9370 Santa Monica Blvd. (Phone: CRestview 4-7711)
(See listing under New York)

Television Communications, Inc.
407 Commercial Center St.
Dwight W. Whiting, Manager
(See listing under San Francisco)

HOLLYWOOD

The Jam Handy Organization
1402 Ridgewood Place (28) (Phone: HOllywood 3-2321)
(See listing under Detroit)

Wilding Inc.
5981 Venice Blvd.
(See listing under Chicago)

POMONA

Otto Program Management
P. O. Box 406 (Phone: NAtional 6-3090)
Albert S. Otto, Director
Services: Speakers, entertainers

SAN DIEGO

Crown Theatrical Agency
Hotel San Diego (1) (Phone: BElmont 3-0830)
Billy Carmen, Owner
Services: Music, entertainment

SAN FRANCISCO

Larry Allen Agency
470 Columbus Avenue (11) (Phone: EXbrook 2-8033)
Dinty Moore, Owner
Services: Music, entertainment

Haymond Booking Agency
450 Geary St. (2) (Phone: PR 5-4732)
Camile and ZaZa Haymond, Partners
Services: Music, entertainment

Music Corp. of America
105 Montgomery St. (Phone: EXbrook 2-8922)
(See listing under New York)

Television Communications, Inc.
NBC Bldg., 420 Taylor St. (2) (Phone: ORdway 3-2744)
Joseph B. Durre, Manager
Services: Create and produce closed circuit TV programs

COLORADO

DENVER

Jack Blue Agency
1441 Welton St. (2) (Phone: ALpine 5-0301)
Services: Music, entertainment, speakers

Oberfelder Concert Office
406 17th St. (Phone: TAbor 5-6101)
Hazel M. Oberfelder, Owner
Services: Concerts, ballet

CONNECTICUT

HARTFORD

Landerman Orchestras
635 Main St. (Phone: CHapel 9-8619)
Paul Landerman, Partner
Services: Music, entertainment, speakers

DISTRICT OF COLUMBIA

WASHINGTON

Lee Maxfield Orchestras
2301 46th St., N.W. (7) (Phone: FE 7-1414)
Lee Maxfield, Owner
Services: Music, entertainment

Lowe-Nevins Orchestras, Inc.
2607 Connecticut Ave., N. W.
Maxim P. Lowe, President
Services: Orchestras, entertainment

Jack Morton Productions
See Advertisement, Page 267
1025 Connecticut Ave. (6) (Phone: NAtional 8-4273
Jack Morton, Owner
Services: Entertainment, music, sales dramatizations

Sidney's Orchestras, Inc.
Mayflower Hotel (6) (Phone: EXecutive 3-2255)
Sidney Seidenman, Jr., Vice-President
Services: Music, entertainment

FLORIDA

MIAMI

Music Corp. of America
7630 Biscayne Blvd. (38)
(See listing under New York)

Jack Morton Productions
7301 N.E. 8th Ave. (Phone: PLaza 9-9012)
Don Robbins, Director
(See listing under Washington)

MIAMI BEACH

General Artists Corp.
975 Arthur Godfrey Rd. (Phone: JEfferson 8-6292)
(See listing under Chicago)

GEORGIA

ATLANTA

Allied Artists Agency
2754 Stewart Ave., S.W. (Phone POplar 6-1431)
Ross Russell, Owner
Services: Music, entertainment

Arnold Agency
308 Henry Grady Bldg. (Phone: JAckson 3-2521)
Services: Music, entertainment

Dave Brumitt Agency
3030 Peachtree Rd., N. W.
Dave Brumitt, Convention Director
Services: Orchestras, floorshows, speakers

ILLINOIS

CHICAGO

Alan M. Fishburn Productions
See Advertisement, Page 267
333 N. Michigan Ave. (1) (Phone: DEarborn 2-0657)
A. M. Fishburn, President
Services: Industrial show production

General Artists Corp.
8 S. Michigan Ave. (3) (Phone: STate 2-6288)
P. A. Lombard, Vice-President
Services: Music, entertainment, industrial show productions, closed circuit TV productions

The Jam Handy Organization
230 N. Michigan Ave. (1) (Phone: STate 2-6757)
(See listing under Detroit)

Kielty, Dechert & Hampe
36 S. Wabash Ave.
Jack Kielty, Pres.
Services: Sales meeting productions

WHY
WASTE A
CONVENTION?

Why devote time, money and energy to planning a convention or sales meeting which falls short of the mark? Why burden your own staff with a job which should be entrusted only to experts? When about to start plans for your next convention or sales meeting, call in specialists for the job. JMP specializes in creating and producing tasteful convention entertainment programs and dramatic sales meeting presentations for business and industry. Have a JMP representative analyze your needs and start the skilled JMP production team to work handling every facet of your program. No matter where or when you wish to present your program, there is a JMP office waiting for your call.

JACK MORTON
Productions
NEW YORK • CHICAGO • DETROIT • HOLLYWOOD
MIAMI • DALLAS • WASHINGTON • DENVER

***ALAN M. FISHBURN Productions**
333 NORTH MICHIGAN AVENUE DEarborn 2-0657 CHICAGO 1, ILLINOIS

Complete Production Services • Dramatizations • Visualizations • Sales Meetings • Convention Business Programs • Radio, TV & Film

**Producers of Business and Convention Programs for*
Super Market Institute • Associated Equipment Distributors • National Restaurant Association • The 7-Up Company
The Formfit Company • Libby, McNeill & Libby • Norge Sales Corporation • *and many other distinguished clients*

ENTERTAINMENT AGENCIES INDUSTRY SHOW PRODUCERS

continued

Phil Levant Music & Entertainment
332 S. Michigan Ave. (4) (Phone: HArrison 7-7167)
Phil Levant, Owner
Services: Music, entertainment

Jack Morton Productions
333 N. Michigan Ave. (Phone: FRanklin 2-5520)
Don Walker, Director
(See listing under Washington)

Music Corp. of America
430 N. Michigan Ave.
(See listing under New York)

Noble-Bergner Agency
140 N. Dearborn St.
(See listing under Cleveland)

Sidney J. Page
203 N. Wabash Ave. (1) (Phone: STate 2-7344)
Sidney J. Page, Owner
Services: Music, entertainment, show production

Lee Parker Productions
333 N. Michigan Ave. (Phone: ANdover 3-2986)
Lee Parker, Producer
Services: Producer of industrial shows

Eddie Sligh Agency
720 N. Wabash Ave. (11) (Phone: WHitehall 4-1049)
Eddie Sligh, Owner
Services: Music, entertainment

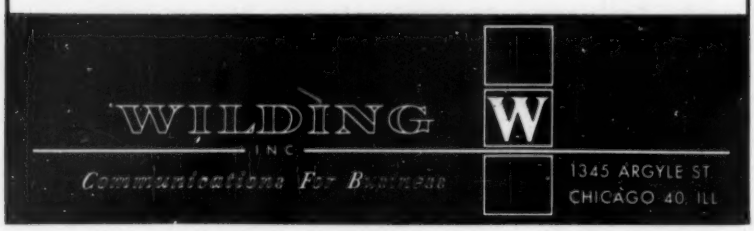
Wilding Inc.
See Advertisement, Page 268
1345 Argyle St. (Phone: LOng Beach 1-8410)
H. Williams Hanmer, President
Jack Rheinstrom, Vice-President, Sales
Services: Industrial show production

The Selling Man

The selling man is a professional. He is well-versed in his own products and those of his competition. He is keenly sensitive to the accelerating demands upon him for more sales. He is an *order maker* not an *order taker*. Wasting his time is his worst enemy. Remember this when you bring him in for a sales meeting. He deserves the very best you can give him.

The Sales Meeting

The next time you plan to assemble your selling men give us an opportunity to show you how we can be of help. We are specialists in planning and executing sales meetings of all kinds and sizes, — meetings that will prepare your selling men to do an even better job in today's highly competitive markets. For counsel or for service just write or call us collect.



INDIANA

CONNERSVILLE

Hugh Maxwell Walters
400 West 27th St. (Phone: 104)
Services: Humorous speakers

INDIANAPOLIS

Burnett Theatrical Studios
223 Essex House (4) (Phone: ME 5-5519)
Barney Burnett, Owner
Services: Music, entertainment, models

IOWA

DES MOINES

Grossman Entertainment Service
Keo Way & 11th St. (14) (Phone: 3-5050)
John F. Planalp, Partner
Services: Music, entertainment

KENTUCKY

LOUISVILLE

Chester Lorch Agency
2343 Lansdowne Ave. (17) (Phone: MElrose 6-3101
Services: Music, entertainment

LOUISIANA

NEW ORLEANS

Marion Hardy Enterprises
1236 National Bank of Commerce Bldg. (12) (Phone: JAckson 2-8696
Marion Hardy, President
Services: Music, entertainment, ladies' programs, speakers

MASSACHUSETTS

BOSTON

G. A. C. Convention Contracting Corp.
Suite 554 Little Bldg.
80 Boylston St. (16) (Phone: Hancock 6-6178)
Services: Music, entertainment, industrial show production, closed circuit telecasts, sales meetings

MICHIGAN

DETROIT

Finzel Orchestras
3730 Commonwealth Ave. (8) (Phone: TEmple 1-8207)
William Finzel, Manager
Services: Music, entertainment

Gail and Rice, Inc.
700 Penobscot Bldg.
Al Rice, Executive Vice President
Services: Music, entertainment

Jack Morton Productions
915 Book Bldg.
Chris Wilson, Director
(See listing under Washington)

The Jam Handy Organization
See Advertisement, Cover 4
2821 E. Grand Blvd. (11) (Phone: TRinity 5-2450)
Services: Industrial show production

Regan Film Productions
19730 Ralston (TUlsa 3-4334)
Lawrence M. Regan, President
Services: Industrial show production

Wilding, Inc.
13535 Livernois St.
(See listing under Chicago for Wilding Picture Productions, Inc.)

Wilding Inc.
4925 Cadieux Rd.
(See listing under Chicago)

MINNESOTA

MINNEAPOLIS

Hal Garven Productions
1325 Natchez Ave., So.
Services: Orchestras, entertainment, package shows

Music Corp. of America
Northwestern Bank Bldg. (Phone: LIncoln 7863)
(See listing under New York)

Al Sheehan, Inc.
625 Second Ave., S. (2) (Phone: FEderal 3-5464)
Al Sheehan, President
Services: Music, entertainment

Glyde Snyder Productions
2319 Aldrich Ave., So.
Glyde Snyder
Services: Theatrical booking

MISSOURI

KANSAS CITY

Coleman-McLaughlin Artists' Bureau
Penthouse, 1002 Walnut St. (6) (Phone: VI 2-5196)
Services: Name acts, entertainers, floor shows, speakers

ST. LOUS

Helen Harrell Theatrical Booking Agency
3223 Hebert St.
Services: Floor shows, stage shows, fashion shows, name acts

Tom Reardon, Inc.
818 Olive St. (1)
Tom Reardon, President
Services: Music, entertainment, producers of convention shows

NEBRASKA

OMAHA

Romeo-Hammond Productions, Inc.
777 Insurance Bldg. (2)
Services: Music, entertainment

NEVADA

LAS VEGAS

Music Corp. of America
2419 S. 5th St.
(See listing under New York)

NEW JERSEY

EAST BRUNSWICK

L. C. Associates
15 Gulf Rd.
Dr. Robert Cantor, President
Services: Convention planning consultant, sales meeting planning, audio-visual aids development, trade show dipslay and point-of-sale development, sales training program development

MAPLEWOOD

Clifton Entertainment Bureau
Phone: South Orange 2-6635
Richard C. Lyons, Manager
Services: Music, entertainment, speakers

NEW YORK

ALBANY

Jimmy Daley Attractions
11 N. Pearl St. (7)
Budd Torrini, President
Services: Music, entertainment

NEW YORK

Alan Barrie Productions
1776 Broadway (19)
Alan Barrie, President
Services: Music, entermtainment, show production

Joan Brandon
450 W. 24th St. (11) (Phone: CHelsea 2-8257 & JUdson 2-2670)
J. Brandon, Manager
Services: Hypnotism demonstrations

Ray Bloch Associates, Inc.
485 Madison Ave. (22) (Phone: ELdorado 5-4364)
Services: Music, entertainment, show production

Convention and Club Services
1650 Broadway (19)
Jack Segal
Services: Music, entertainment

Dramaturgy, Inc.
415 E. 52nd St. (22) (Phone: MU 8-2880)
(See listing under Cleveland)

General Artists Corp.
640 Fifth Avenue (Pohne: CIrcle 7-7550)
Lawrence W. Kanaga, President
(See listing under Chicago)

The Jam Handy Organization
1775 Broadway (19) (Phone: JUdson 2-4060)
(See listing under Detroit)

Howard Lanin Management, Inc.
113 W. 57th St. (19) (Phone: JUdson 6-3045)
Myron A. Lanin, Vice-president
Services: Complete music, entertainment and production service

Mercury Artists Corp.
730 Fifth Ave. (19) (Phone: JUdson 6-6500)
Services: Music, entertainment

Jack Morton Productions
635 Madison Ave. (Phone: PLaza 9-6151)
Nina Little, Director
(See listing under Washington)

Ira Mosher Associates Theatre for Industry
10 Rockefeller Plaza (20) (Phone: CIrcle 7-5888)
Services: Industrial show production

Music Corp. of America
598 Madison Ave. (22) (Phone: PLaza 9-7500)
Services: Music, entertainment, show production

National Theatrical Productions Corp.
1650 Broadway (19) (Phone: JUdson 6-3550)
Louis Ricardo, President
Services: Music, entertainment

Special Events, Inc.
261 W. 70th St. (23) (Phone: GRamercy 5-3853)
Herbert V. Geilendre, Pres.
Services: Industry show productions, sales meetings

TelePrompTer Corp.
311 W. 43rd St. (36) (Phone: JUdson 2-3800)
Irving Kahn, President
Services: Create and produce closed circuit TV programs, complete creativ service and technical facilities for all types of conventions

Unusual Ideas, Inc.
853 Seventh Ave. (19) (Phone: CIrcle 5-0687)
Frank Lynn - Glenn Wiggins
Services: Parties, industrial show production

Wilding Inc.
405 Park Ave.
(See listing under Chicago)

ROCHESTER

Consolidated Vaudeville Exchange
130 Clinton Ave., South
Arthur Argyries, General Manager
Services: music, variety vaudeville shows

SYRACUSE

Famous Artists Series
Clark Music Bldg. (3)
Murray Bernthal, Director
Services: Music, entertainment

OHIO

ENTERTAINMENT AGENCIES INDUSTRY SHOW PRODUCERS continued

CINCINNATI

Ruth Best Entertainment
1907 Union Central Bldg. (2) (Phone: CHerry 1-3333)
Ruth Best, Owner
Services: Music, entertainment, speakers

General Artists Corp.
Carew Tower Bldg. (Phone: MAin 1-1197)
Frank Hanshaw, Manager
(See listing under Chicago)

Wilding Inc.
Enquirer Bldg. (2)
(See listing under Chicago)

CLEVELAND

Dramaturgy, Inc.
2307 Chester Ave. (14) (Phone: PRospect 1-4030)
Services: Industrial show production, script writing, speaker training, sales meetings, product demonstrations, custom displays

Noble-Bergner Agency
803 Fidelity Bldg. (4) (Phone: TOwer 1-1722)
Clinton Noble, Manager
Services: Music, entertainment

Music Corp. of America
Union Commerce Bldg. (Phone: CHerry 1-6010)
(See listing under New York)

Wilding Inc.
1010 Euclid Ave. (15)
(See listing under Chicago)

COLUMBUS

Dorothy Boyles Attractions
P. O. Box 5852
Services: Entertainment, music

John M. Moore Agency
16 E. Broad St. (15)
John M. Moore, Owner
Services: Music, entertainment, show production, speakers

DAYTON

The Jam Handy Organization
Phone: ENterprise 6289)
(See listing under Detroit)

Taylor Orchestras & Entertainment
264 Cheltenham Drive (59) (Phone: AXminister 8-5242)
Karl Taylor, Owner
Services: Music, entertainment, show production, models

TOLEDO

Paul Spor & Son
Illinois Bldg. (4)
Paul Spor, Owner
Services: Music, entertainment

OREGON

PORTLAND

Monte Brooks Productions
355 Morgan Bldg. (5) (Phone: CA 3-3334)
Monte Brooks, Owner
Services: Music, entertainment, fireworks

Learman Productions
1917 SW 1st Ave. (1) (Phone: CApitol 2-1871)
Al Learman, Owner
Services: Music, entertainment, show production

PENNSYLVANIA

PHILADELPHIA

The Charles Agency
505 Fox Bldg. (3) (Phone: LOcust 4-0467)
Joel Charles, Producer
Services: Orchestras, trade show productions, entertainment, models, speakers

Charles Gresh Agency
1161 Suburban Station Bldg. (3)
Charles Gresh
Services: Entertainment, music

William Honney Agency
1411 Walnut St. (2) (Phone: LOcust 4-1948)
William Honney, Owner
Services: Productions, TV talent, orchestras

Howard Lanin Management, Inc.
1011 Suburban Station Bldg. (3) (Phone: LOcust 4-0738)
Howard Lanin, Pres.
(See listing under New York)

Suez & Rothbard Theatrical Agency
250 S. Broad St. (2) (Phone: KIngsley 5-1665)
Bernie Rothbard, Partner
Services: Entertainment, floor shows, orchestras, one man shows

Television Production Engineering Corp.
Suburban Station Bldg. (Phone: LOcust 3-6179)
John H. Shain, Vice-President
Production: Closed-circuit television programs, all types of productions
Equipment Rental: Closed-circuit TV system

PITTSBURGH

Fisher Entertainment Services
600 Grant Ave. (19)
Joseph J. Fisher, Owner
Services: Music, entertainment, show production

The Jam Handy Organization
(Phone: ZEnith 0143)
(See listing under Detroit)

Wilding Inc.
3 Gateway Center
(See listing under Chicago)

RHODE ISLAND

PROVIDENCE

Ralph Stuart Music, Inc.
119 Waterman St. (Phone: ELmhurst 1-0510)

TENNESSEE

MEMPHIS

Eddie Sligh Agency
137 Gayoso Hotel
(See listing under Chicago)

NASHVILLE

Eva Thompson Jones Studios
123 5th Ave., N. (Phone: CY 8-1941 and AL 4-6557)
Services: Music, entertainment, models

TEXAS

AUSTIN

Austin Civic Theatre
Box 438 (Phone: GR 6-0541)
Joe Bill Hogan, Managing Director
Services: Variety shows, entertainment, old-fashioned melodramas

DALLAS

Joan Frank Productions
Statler Hilton Hotel (Phone: RIverside 1-6869)
Dick Leonard, Manager
Services: Music, entertainment models

General Artists Corp.
1511 Bryan St. (Phone: RIverside 1-3665)
Phil Brown, Manager
(See listing under Chicago)

Jack Morton Productions
Adolphus Tower (Phone: RIverside 8-1182)
M. D. Sullivan, Director
(See listing under Washington)

Music Corp. of America
2161 N. Akard St. (Phone: PRospect 7536)
(See listing under New York)

SAN ANTONIO

Wallis E. Brennan Theatrical Agency
1343 Fulton Ave. (1) (Phone: PE 5-1711)
Services: Music, entertainment, floor shows, stage shows

UTAH

SALT LAKE CITY

Afton Pitt
848 So. 23rd St., E. (5) (Phone: EMpire 3-8429)
Miss Afton Pitt, President
Services: Music, entertainment, special choreography, show production

VIRGINIA

RICHMOND

Tom Pumphrey Agency
516 Mutual Bldg. (19) (Phone: MIlton 8-4897)
Tom Pumphrey, Owner
Services: Orchestras, entertainment

Gordon E. Smith
7 N. Addison St.
Gordon E. Smith
Services: Music, entertainment

WASHINGTON

SEATTLE

Eastern Circuit Vaudeville
404 Orpheum Theatre Bldg. (1) (Phone: MAin 3-7125, 7135)
Joe Daniels, Booking Manager
Services: Music, entertainment

Jerry Ross Agency
605 Palomar Bldg. (1) (Phone: MAin 4-3141)
Jerry Ross, Owner
Services: Music, entertainment

Television Communications, Inc.
1609 Tower Bldg. (1)
John Heverly, Manager
(See listing under San Francisco)

SPOKANE

Dave Sobol Amusement Agency
402 American Legion Bldg.
Dave Sobol
Services: Entertainment

WEST VIRGINIA

CHARLESTON

Capitol Entertainment Agency
601 Pennsylvania Ave.
Mason L. Wolfe, Jr., President
Services: Music, entertainment, speakers

CANADA

ONTARIO

EASTVIEW

Artists Booking Agency
292 Blake Blvd. (Phone: SHerwood 6-4238)
Services: Variety acts for banquets, entertainment

TORONTO

TelePrompTer of Canada, Limited
447 Jarvis St. (5) (Phone: WA 2-2105)
S. W. Caldwell, Presideent
Services: TelePrompTer, TeleMation, staging, nation-wide closed-circuit television

WINDSOR

Matti Holli
1252 Victoria Ave. (Phone: CL 4-9674)
Services: Music, entertainment

QUEBEC

MONTREAL

M. M. Gutwillig
125 Drummond Bldg., 1117 St. Catherine W. (Phone Victor 2-5501)
M. M. Gutwillig, President
Services: Create and produce industrial shows, sales conferences, dealer meetings

Audio-Visual Suppliers and Film Producers

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slide-film equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

CALIFORNIA

HOLLYWOOD

Atlas Film Corp.
603 Guaranty Bldg.
(See listing under Oak Park, Ill.)

Dynamic Films
8255 Sunset Blvd.
George Zucker, Manager
(See listing under New York)

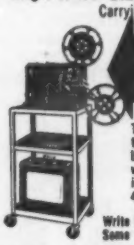
The Jam Handy Organization
1462 Ridgewood Place
(See listing under Detroit)

Kling-California, Inc.
1416 N. LaBrea Ave.
(See listing under Chicago)

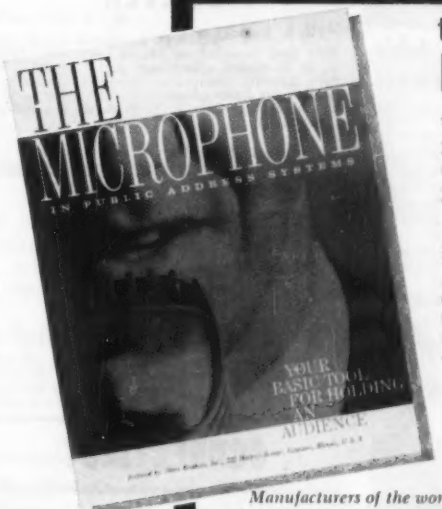
Frederick K. Rockett Company
6063 Sunset Blvd. (28) (Phone: HO 4-9183)
F. Stanton Webb, Vice President
Production: 16mm and 35mm motion pictures, 35mm filmstrips, tape and film recording
Film Rental: Loaned free
Equipment Sales: Yes
Equipment Rental: 1, 4, 5, 6, 10, 13, 15



for PRESENTATIONS
OPTIVOX
LIGHTWEIGHT
PORTABLE EASEL
Here's the adaptable easel—29" x 39½" steel board, finished in "rite-on" green—may be used as chalk board, chart board or magnet board; converts from 70" floor use to table model. Completely portable—weighs 17 lbs. Only $44.95
Carrying case and lamp fixture extra.



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PROJECTION TABLE
There's space for all your materials on this easy-to-roll table with sponge rubber pad on top shelf. Has 4" swivel wheels (two with brakes) that hold on incline. Several models and heights. 42" table only $32.95.
Write for Literature and Dealer's Name. Some Dealer Territories Still Open. Write...
THE ADVANCE FURNACE CO.
2310 EAST DOUGLAS WICHITA, KANSAS



this
FREE BOOKLET
will help you improve your microphone technique in time for your next sales meeting
An executive's basic guide to mastering the microphone. Tells how to best get your message across. Also, an invaluable, easily-understood guide to selecting the correct microphone for improving your public address system.
Write on letterhead:
SHURE BROTHERS, INC.
222 Hartrey Avenue
Evanston, Illinois
Manufacturers of the world-famous Unidyne Microphone ...the most requested microphone among professional speakers



"Splendid job, Hotchkiss, splendid!"

HOW TO GET CONGRATULATIONS on your VISUAL PRESENTATIONS!

Watch your personal stock shoot skywards when you entrust the complexities of your company's visual presentations to NATIONAL STUDIOS! We can tell and sell your product story more dynamically, more efficiently, more economically because we're geared for precisely this service: it's our bread-and-butter business, not a sideline!

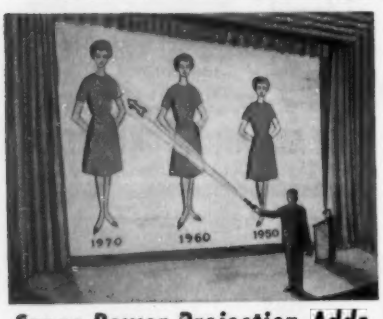
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- Prepare your Lecture Slides
- Prepare your Advertising Slides
- Prepare your Film Strips
- Prepare your Vugraphs
- Supply your Projectors

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44 W. 48 St. • N. Y. 36 • JU 2-1926



Super-Power Projection Adds New Wallop to Presentations!

SHARP, BRILLIANT COLOR, REAR-PROJECTION

Spectaculart slide presentations use higher wattage — up to 10,000 watts — to produce intensely brilliant image: Keeps audience alert, sharp, receptive, enthusiastic!

Full service includes art, photography, equipment rental, slides, screens, operators, rehearsal — the whole package or any part!

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Motion picture, animation or semi-animation available. For complete service write or phone:

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Spectaculart
INCORPORATED
358 West 44th Street
New York 36, N. Y.
JU 2-1984



AUDIO VISUAL SUPPLIERS FILM PRODUCERS

continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

LOS ANGELES

Coast Visual Education Co.

5620 Hollywood Blvd. (17)
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Color Corporation of America

5525 Wilshire Blvd. (36) (Phone: Webster 1-4711)
John Clemmer
(See listing under New York City)

Wilding Inc.

5981 Venice Blvd.
Bob Rosencrans, Manager
(See listing under Chicago)

SAN FRANCISCO

Harry McCune Sound Service, Inc.

960 Folsom St. (7)
Production, Tape, disc recording and duplication
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Photo & Sound Co.

116 Natoma St. (5) (Phone: GArfield 1-0410)
Joseph M. O'Hara, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

COLORADO

DENVER

Akin & Bagshaw

2027 East Colfax Ave. (6) (Phone: FR 7-1737)
S. C. Hitchcock, Manager
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Audio Visual Center

28 East 9th Ave. (3) (Phone: AComa 2-5813)
R. Kenneth Cromar
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Davis Audio-Visual Co.

2023 E. Colfax Ave. (Phone: FL 5-3864 & FR 7-5441)
Ainslie R. Davis
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

CONNECTICUT

HARTFORD

Harrison Harries

110 High St. (Phone: CHapel 9-5648)
Harrison Harries, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

SANDY HOOK

Rolab Studios & Laboratories

Phone: GArden 6-2466
Henry Roger, Owner
Production: 16mm & 35mm sound motion picture, 35 filmstrip slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 5, 6, 9, 10, 12, 13

DISTRICT OF COLUMBIA

WASHINGTON

Atlas Film Corp.

714 Warner Building (4)
(See listing under Oak Park, Ill.)

Paul L. Brand & Son

2153 K St., N.W. (Phone: FEderal 7-1800)
Paul L. Brand, II, Manager
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 7, 8, 9, 10, 12, 13, 15

Cellomatic Corp.

1410 Turkey Run Rd., McLean, Va. (Phone: ELmwood 6-4533)

Wilson Gill, Inc.

No. 1 Thomas Circle, N.W. (5) (Phone: STerling 3-1217)
Wilson Gill, Owner
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

FLORIDA

JACKSONVILLE

Burgfilm

1611 San Marco Blvd. (Phone: EX 8-8504)
Frank Burgisser, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MIAMI

Ideal Pictures

55 N.E. 13th St. (32) (Phone: FRanklin 4-8173)
Jack Spire, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Lankin Webb & Associates

345 S. W. 27th Rd. (36)
Production: Tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ORLANDO

Bowstead's Camera Shop

1039 N. Orange Ave. (Phone: GArden 2-1515)
Chas. H. Evans, Jr., Owner
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 7, 8, 9, 10, 11, 13, 15

ST. PETERSBURG

Oravisual Company, Inc.

Box 11150

George Pipper, Sales Manager
Equipment Sales: Easels, flannel boards, lecterns, magnetic chalkboards, bulletin boards, paper pads

TAMPA

Color Corporation of America

610 S. Armenia Ave. (Phone: Redwood 7-5353)
Paul Soteropulos
(See listing under New York City)

GEORGIA

ATLANTA

Charles D. Beeland Co.

70 4th St. N.W. (8) (Phone: TRinity 5-9088)
Charles D. Beeland, Owner
Production: 16mm, 35mm motion pictures, 35mm filmstrip, slides, stage shows, promotion materials and training manuals
Equipment Sales: Yes

Colonial Film & Equipment Co.

71 Walton St., N.W. (3) (Phone: JAckson 5-5378)
T. E. Hoynes, Manager
Production: 35mm filmstrip, slides, tape recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Ideal Pictures Co.

52 Auburn Ave., N.E. (3) (Phone: JAckson 3-7643)
George E. Dean, Manager
Film Rental: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ILLINOIS

CHICAGO

Atlas Film Corp.

185 N. Wabash
(See listing under Oak Park, Ill.)

Cellomatic Corp.

615 N. Wabash St. (Phone: SUperior 7-2755)
(See listing under New York)

Dallas Jones Productions Inc.

1725 N. Wells St. (Phone: MOhawk 4-5525)
James E. Holmes, Sales Mgr.
Production: Research and creative writing for conventions, motion pictures, slidefilms, slides, wide screen, charts, manuals, quizzes, etc.

Alan M. Fishburn Productions

See Advertisement, Page 267

333 N. Michigan Ave. (1) (Phone: DEarborn 2-0457)
A. M. Fishburn, President
Production: 16mm sound motion pictures, 35mm filmstrip, tape recording, disc recording

Henning & Cheadle, Inc.

1140 S. Michigan Ave. (5)
Fran Harrold
(See listing under Detroit)

Ideal Pictures, Inc.

58 E. South Water St. (1)
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

The Jam Handy Organization

230 N. Michigan Ave. (1) (Phone: STate 2-6757)
(See listing under Detroit)

Kling Film Productions

1058 W. Washington Blvd. (7) (Phone: SEeley 8-4181)
Harry W. Lange, Exec. Vice-President
Production: 16mm and 35mm motion picture, color & B & W, 35mm filmstrip, slides, tape and disc recording, 90,000 sq. ft. of sound proof stages

Midwest Visual Equipment Co.

58 E. South Water St. (Phone: AN 3-3855)
Production: 16mm sound motion picture, slides
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Fred Niles Productions, Inc.

1058 W. Washington Blvd. (Phone: SEeley 8-4181)
Ruth L. Ratny, Vice President
Production: 16mm sound motion picture, 35mm filmstrip and motion pictures, slides, tape recording, disc recording, animation, flip charts, live shows

RCS Studios

123 N. Wacker Dr. (6) (Phone: STate 2-5977)
Production: 35mm slides, photomurals, photo blowups, transilites, quantity prints, photo cutouts giant 'stat prints, eraso prints

Wilding Inc.

1345 Argyle St. (4) (Phone: LOngbeach 1-8410)
H. Williams Hanmer, President
Production: Create and produce motion pictures, slidefilms, television commercials, industrial shows and other visual programs
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 13, 14, 15

EVANSTON

Pilot Productions, Inc.

1819-23 Ridge Ave. (Phone: AM 2-4141 & DA 8-3700)
C. Robert Isely, President
Production: 16mm sound motion pictures, 35mm filmstrips (sound or silent), slides, tape recording, commercial photography, script writing and program planning services

OAK PARK

Atlas Film Corp.

1111 South Boulevard (Phone: AUstin 7-8620)
L. P. Mominee, President
Production: 35mm and 16mm sound or silent pictures, television commercials, 35mm slide films and trailers, color or black and white
Equipment Sales: Yes

INDIANA

INDIANAPOLIS

Indiana Visual Aids Co., Inc.

726 N. Illinois St. (Phone: ME 4-7312)
Jean St. Germain, Manager
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Marshall C. Harvey

2532 Evergreen Ave. (5) (Phone: WAlnut 6-6817)
Marshall C. Harvey, Projectionist
Equipment Rental: 1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 13, 14, 15

IOWA

DES MOINES

Iowa Sound Service

1210 Grand Ave. (9) (Phone: CH 3-3104)





A CHAIR THAT FOLDS
for every seating need . . .

Luxurious, stylish, *economical* Rastetter chairs that fold are ideal for use in offices, clubs, churches, hotels, schools, hospitals, institutions . . . everywhere comfortable, durable chairs are needed. Available in 23 models with a variety of striking finishes and smart leatherettes. Fold flat and stack for compact storage. Write today for more data.

SOLID KUMFORT
LOUIS RASTETTER & SONS CO.
1322 Wall Street • Fort Wayne, Indiana

AUDIO VISUAL SUPPLIERS FILM PRODUCERS

continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

Devir Gray, Owner
Production: Tape recording, wire recording
Equipment Sales: Yes
Equipment Rental: 1, 3, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

KANSAS

WICHITA

Frank Bangs Co.
233 Ida St. (7) (Phone: AMherst 2-7582)
Frank Bangs, Owner
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

KENTUCKY

LOUISVILLE

D. T. Davis Co.
1341 Bardstown Rd. (Phone: GL 1-8620)
Abbie M. Kirtley, Manager
Film Rental: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

LOUISIANA

NEW ORLEANS

Delta Visual Service, Inc.
815 Poydras St. (12) (Phone: JAckson 5-0061)
Francis J. Didier, President
Production: 16mm sound motion picture, 35mm filmstrip, slides, tape recording, disc recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Jasper Ewing & Sons, Inc.
725 Poydras St. (12) (Phone: JAckson 5-5257)
Jasper Ewing, Jr.
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Jasper Ewing & Sons, Inc.
725 Poydras St. (12) (Phone: JAckson 5-5257)
Jasper Ewing, Jr.
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

SHREVEPORT

Civic Soundfilm Service
1601 Market St. (Phone 4-7654)
(See Delta Visual Service, New Orleans)

MAINE

PORTLAND

D. K. Hammett, Inc.
420 Congress St. (Phone: SPruce 2-3181)
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MARYLAND

BALTIMORE

Stark-Films
537 N. Howard St. (1) (Phone: LE 9-3391)
Production: 16mm and 35mm sound motion pictures
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MASSACHUSETTS

BOSTON

FitzGerald Motion Picture Service, Inc.
208 Newbury St. (16) (Phone: COpley 7-0209)
Robert E. FitzGerald, President
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

A. D. Handy Co.
44 Bromfield St. (5) (Phone: LI 2-3954)
Kenneth MacDonald, Manager
Production: 35mm filmstrips, slides
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Major Theatre Equipment Corp.
44 Winchester St. (Phone: LIberty 2-0445)
H. David Fox, President
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

SPRINGFIELD

Movie Center
20 Andrew St. (9) (Phone: RE 7-3552)
Irving Clark, Manager
Production: Slides, tape recording, disc recording, 16mm silent motion pictures
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MICHIGAN

BLOOMFIELD HILLS

Atlas Film Corp.
32 Barbour Terraces
(See listing under Oak Park, Ill.)

DETROIT

Arlington Aluminum Co.
19005 W. Davison St. (23) (Phone: VErmont 7-1212)
Grant Folin, President
Equipment Sales: Presentation easels, flannelboards, chalkboards, bulletin boards, paper pads

Engleman Visual Education Service
4754 Woodward Ave. (1) (Phone: TEmple 1-5972)
Lewis M. Lash, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Henning & Cheadle, Inc.
1060 W. Fort St. (21) (Phone: WOodward 1-7688)
George R. Cheadle, Vice-President
Production: 16mm, 35mm, sound motion pictures, 35mm filmstrip, visual cost slides, tape recording disc
Film Rental: No.
Equipment Sales: Yes
Equipment Rental: 1, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

The Jam Handy Organization
See Advertisement, Cover 4
2821 East Grand Blvd. (11) (Phone: TRinity 5-2450)
George Finch, Vice-President
Production: 16mm sound motion picture, 35mm filmstrip, slides
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Regan Film Productions, Inc.
19730 Ralston St. (3) (Phone: TUlsa 3-4334)
Lawrence M. Regan, President
Production: Sound slidefilms, motion pictures, live shows, graphics
Equipment Sales: Yes

Wilding Inc.
4925 Cadieux Rd.
Gordon Miller, Mng. Dir. of Creative Sales
(See listing under Chicago)

MINNESOTA

MINNEAPOLIS

Midwest Audio-Visual Company
10 W. 25th St. (4) (Phone: FEderal 5-8847)
Keith H. South
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ST. PAUL

Motion Picture Projector Rental Service
187 East 7th St. (1) (Phone: Capitol 2-4543)
Louis Goldman
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 9, 10, 13, 14, 15

Reid H. Ray Film Industries, Inc.
2269 Ford Parkway (16) (Phone: MIdway 9-1393)
Reid H. Ray, President
Production: 35mm & 16mm sound motion picture, filmstrip
Equipment Sales: Yes

MISSISSIPPI

JACKSON

Jasper Ewing & Sons, Inc.
227 E. Pearl St. (Phone: 2-3349)
Malcolm P. Ewing, President
Production: 16mm motion pictures, tape recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MISSOURI

KANSAS CITY

All-Star Pictures
709 Westport Rd. (11) (Phone: JEfferson 1-3248)
E. A. Field, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Hoover Bros., Inc.
1020 Oak St. (6) (Phone: VI 2-6720)

Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ST. LOUIS

Swank's, Inc.
621 N. Skinker Bld. (30) (Phone: PArkview 6-3333
Ray Swank, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

NEBRASKA

OMAHA

Modern Sound Pictures, Inc.
1410 Howard St. (Phone: ATlantic 8476)
Keith T. Smith, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

NEW JERSEY

ATLANTIC CITY

Boardwalk Film Enterprises
31 S. Stenton Place (Phone: 4-1962)
George S. Lubin, Partner
Production: Tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

NEWARK

Alexander Projection Service
81 Varsity Rd. (6) (Phone: Essex 2-4114)
W. J. Alexander
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PRINCETON

Princeton Film Center, Inc.
P. O. Box 431 (Phone: WA 4-3550)
Production: 16 & 35mm sound motion pictures, 35mm filmstrip, slides
Film Rental: Yes

NEW YORK

BAYSIDE

International Recording Guild
218-14 36th Ave. (61) (Phone: FAculty 1-2661)
Joseph Lopez, President
Production: Tape recording, disc recording

BUFFALO

United Projector & Film Corp.
228 Franklin St. (2) (Phone: WA 8022)
F. C. Oenick, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

JAMAICA

Genarco Inc.
97-09 Sutphin Blvd. (Phone: OLympia 8-5850)
J. P. Latil, President
Production: 3,000 watt slide projector, electric slide changer for 3¼" x 4" slides

NEW YORK

Cainatron
(Div. National Broadcasting Co.)
663 Fifth Ave. (22) (Phone: CI 7-8300)
Robert Schultz, sales supervisor
Production: Sound, motion-picture films made through television facilities

Cellomatic Corp.
756 Seventh Ave. Phone: PLaza 7-7895
Milton Rogin
Production: Slides & transparencies for Cellomatic projectors

Chartmakers, Inc.
480 Lexington Ave. (17) (Phone: YUkon 6-5900)
Mrs. Harriet Edmunds, President
Production: Complete visual services

Color Corporation of America
See Advertisement, Page 275
43 West 61st St. (23) (Phone: JU 2-4355)
Jack Meyers, Vice-President
Production: 35mm filmstrip, slides

Crawford, Immig and Landis, Inc.
200 Fourth Ave. (3) Phone: ORegon 4-7662
R. J. Landis
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Depicto Films Corporation
254 W. 54th St. (19) Phone: COlumbus 5-7620
Production: 16mm sound motion pictures, 35mm filmstrips, slides, tape recording, disc recording



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AUDIO VISUAL SUPPLIERS FILM PRODUCERS
continued

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Dynamic Films, Inc.
485 Park Ave. (2) (Phone: PLaza 1-7447)
Nathan Zucker, President
Production: 16mm and 35mm motion pictures, slide films, art work, sound on tape or disc
Film Rental: Yes

Institute of Visual Communication, Inc.
40 E. 49th St. (17) (Phone: Eldorado 5-1443)
William J. Ganz, President
Production: Create and produce 16mm, 35mm sound motion pictures, 35mm filmstrips, slides, stage shows, graphics, supplementary promotion material, training manuals, speeches
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

The Jam Handy Organization
1775 Broadway (19) (Phone: JUdson 2-4060)
(See listing under Detroit)

King Cole Projection Service, Inc.
67 Lexington Ave. (10) (Phone: LE 2-6780)
Edward W. Diller, President
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Lux-Brill Productions, Inc.
321 E. 44th St. (17) (Phone: ORegon 9-6320)
Richard S. Dubelman
Production: 35mm sound motion pictures, 35mm filmstrips, slides, tape recording

Motion Picture Showing Service
130 E. 94th St. (28) Phone: AT 9-6148
Alfred Ruben, Owner
Production: 16mm sound motion pictures, 35mm filmstrip, slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

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TEL-A-STORY, INC.
523 Main Street, Davenport, Iowa

National Studios
See Advertisement, Page 272
44 W. 48th St. (36) (Phone: JU 2-1926)
Production: Slides, filmstrips, vugraphs
Equipment Sales: Yes

Princeton Film Center, Inc.
270 Park Ave. (17)
(See listing under Princeton, N. J.)

Training Films, Inc.
150 W. 54th St. (19) Phone: CO 5-3520
R. A. Lighburn, President
Production: 16mm sound motion pictures, 35mm filmstrips, slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Transfilm-Caravel
35 West 45th St. (36) (Phone: JU 2-1400)
William Miesegaes, President
Production: Create and produce motion pictures, slide films, television commercials, industrial shows and other visual programs
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Unifilms, Inc.
6 East 46th St. (17) (Phone: YUkon 6-5720)
Production: 16mm sound motion pictures, 35mm filmstrips, slides, tape recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 6, 7, 10, 12, 13, 15

Wilding Inc.
405 Park Ave.
Hugh Gage, Vice President
(see listing under Chicago)

NORTH CAROLINA

CHARLOTTE

Christian Film Service
1302 E. 4th St. Phone: 3-5249
C. W. Petty, Manager
Equipment Rental: 1, 2, 5, 6, 8, 9, 10, 11, 12, 10, 11, 12, 13, 14, 15

RALEIGH

National School and Industrial Corp.
14 Glenwood Ave. Phone: TEmple 3-2824
E. E. "Jack" Carter, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PENNSYLVANIA

ABINGTON

A. C. P. Sales & Service Co.
2150 Clearview Ave. (Phone: OLdfield 9-4019
Leonard S. Kamp, Owner
Production: Tape recording, disc recording
Equipment Sales: Yes
Rental Service: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PHILADELPHIA

Dailey Service
1207 Spruce St. (7) (Phone: KIngsley 6-1797)
S. C. Dailey, President
Production: 16mm sound motion pictures, 35mm filmstrip, slides, tape recordings, disc recordings, produce sales meeting and conventions
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 7, 10, 12, 13, 15

De Frenes Co.
1909 Buttonwood St. (30) Phone: LOcust 6-1656
Joseph DeFrenes, President
Production: 16mm and 35mm sound motion pictures

Oscar H. Hirt
41 N. 11th St. (7) Phone: WAlnut 2-5663
Oscar H. Hirt, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Ralph Lopatin Productions
Room 2052, 1617 Pennsylvania Blvd. (3)
(Phone: LO 8-6644)
Production: 16mm sound motion pictures
Equipment Sales: Yes
Equipment Rental: 1

Williams, Brown & Earle, Inc.
904-06 Chestnut St. (7) Phone: WAlnut 3-1800
J. A. Steitz, Manager
Production: 16mm sound motion pictures, filmstrips, slides, magnetic recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PITTSBURGH

Appel Visual Service, Inc.
927 Penn Ave. (22) Phone: GRant 1-0445
Charles F. Appel, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

OHIO

CINCINNATI

Alpha Cine Service, Inc.
125 E. 6th St. Phone: MAin 1-4293
Alice Heidemann, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Inc.
617 Vine St.
R. L. McMilan
(See listing under Chicago)

CLEVELAND

Martin I. Sperber
9507 Euclid Ave. Phone: GArfield 1-8370
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Inc.
1010 Euclid Ave.
L. T. Young, Vice President
(See listing under Chicago)

COLUMBUS

American Theatre Equipment Co.
165 N. High St. (15) Phone: CA 1-3894
F. R. Gardiner, Manager
Production: Slides
Equipment Sales: Yes
Equipment Rental: 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

DAYTON

Twyman Films, Inc.
329 Salem Ave. Phone: BAldwin 2-4014
Alan B. Twyman, Owner
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

TOLEDO

Cousino Electronics Corp.
2107 Ashland Ave. (2) Phone: CHerry 3-4208
Joseph C. Meidt
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

OKLAHOMA

OLKAHOMA CITY

Vaseco, Inc.
2301 Classen Blvd. (6) Phone: JAckson 5-3513
W. G. Maxwell, Manager
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

OREGON

PORTLAND

Moore's Motion Picture Service
1201 S. W. Morrison (5) (Phone: CA 7-6497)
John T. Moore
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 13 14 15

Wilding Inc.
3 Gateway Center
K. M. Kuechenmeister
(See listing under Chicago)

TENNESSEE

MEMPHIS

Ideal Pictures, Inc.
18 S. Third St. (3) Phone: 37-4313
Stanley Nolan, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Memphis Photo Supply
123 S. Court St. (1) Phone: 5-1548
W. M. Waller, Manager
Equipment Sales: Yes
Equipment Rental: 1, 6, 7, 11, 15

NASHVILLE

Tennessee Equipment & Supply Co.
115 2nd Ave., N. (3) Phone: 6-1464
J. E. Robbins, Vice-President
Equipment Sales: Yes
Equipment Rental: 2, 4, 6, 8, 9, 13, 15

TEXAS

AUSTIN

Capitol Photo Supplies
2428 Guadalupe St. Phone: GR 8-5717
Production: Slides
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

DALLAS

Bauer Audio Video
2911 N. Haskell St. Phone: LAkeside 8-0588
Earl J. Bauer, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

FORT WORTH

The Camera Shop, Inc.
709 Throckmorton St. (2) Phone: ED 2-5237
J. E. Pulliam, Jr., President
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 13, 15

HOUSTON

Audio Visual Services
2210 Austin St. Phone: FAirfax 3-1319
R. R. Riley
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Community Soundfilm Service
2813 San Jacinto St. Phone: CA 2-0103
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 13, 14, 15

UTAH

SALT LAKE CITY

Deseret Book Co.
44 E. South Temple St. Phone: DA 8-8191
A. H. Parry
Equipment Rental: 1, 2, 3, 5, 6, 7, 8, 9, 10, 12 13, 14, 15

WASHINGTON

SEATTLE

Audio-Visual Center, Inc.
1205 N. 45th St. Phone: MElrose 2-8461
P. H. Jaffarian, President
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Rarig Motion Picture Co.
2100 N. 45th St. (3) (Phone: MElrose 3-3878)
Edith A. Rarig
Production: 16mm sound and color motion pictures, recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

SPOKANE

Inland Audio-Visual Co.
N. 2325 Monroe St. (17) Phone: FA 7-7549
John C. Ellingson, Owner
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

WISCONSIN

MILWAUKEE

Wisconsin Sound Equipment Co., Inc.
2733 W. North Ave. Phone: DIvision 2-2144
Roy C. Van Brunt, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

CANADA

ONTARIO

TORONTO

Caldwell Audio Visual Equipment Co. Ltd.
447 Jarvis St. (5) Phone: WAlnut 3-2103
M. M. Elliott, Pres.
Production: 16mm, sound motion picture, slides, tape recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 6, 7, 9, 10, 11, 12, 13, 14, 15

Cellomatic Co. of Canada
496 Church St. (Phone: WAlnut 1-5465)
(See listing under New York)

QUEBEC

MONTREAL

Cellomatic-Peelcraft
1647 St. Catherine St. W. (Phone: Wellington 2-4642)
(See listing under New York

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See Advertisement, Page 279

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(Division of Maritz Sales Builders)
13940 Michigan Avenue, Dearborn, Mich.
(Phone: LUzon 4-8440)
Frank Abrams, president
Services offered: 1A, 2A, 3A, 4A, 5A, 6A, 7A, 8A, 9A, 10A
Branch offices: San Francisco, Kansas City, St. Louis, Chicago, Fort Wayne, Detroit, Grand Rapids, Dayton, New York, Boston, Baltimore.

Martin B. Iger & Co.

See Advertisement, Page 34

1475 Broadway, New York, N. Y.
(Phone: Wisconsin 7-2888)
Martin B. Iger, president
Services offered: 1A, 2A, 3A, 4B, 5A, 6A, 7A, 8B, 9A, B, 10B
Branch office: 235 Lincoln Road, Miami Beach, Fla.; Ernie Pike, vice-president.

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Dick Todd, president
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Branch offices: Principal cities throughout United States, Canada and Europe.

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See Advertisement, Page 278

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(Phone: District 7-0228)
David A. Randall, general sales manager
Services offered: 1A, 2A, 3A, 4A, 5B, 6A, 7A, 8A, 9A, 10A

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(Phone: PLaza 7-0130)
Wm. J. Murphy, president
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150 East 50th Street
(Phone: PLaza 3-2077)
Joseph A. Tigani, president
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666 Fifth Avenue, New York 19, New York
Phone: JU 2-6500
J. St. Thomas, Assistant Sales Manager
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

American Airlines

100 Park Avenue, New York 17, New York
Phone: MUrray Hill 3-9000
R. W. Baker, Director Commercial Sales
Services Offered: 1, 3, 4, 5-B, 6-B, 7, 9

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Braniff Building, Exchange Park, Dallas 35, Texas
Phone: FLeetwood 2-1721
Robert Booth, Manager of International Sales
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530 Fifth Avenue, New York 36, New York
Phone: MUrray Hill 7-8900
Mr. E. J. Wheatley, Sales Development Manager, USA
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Capital Airlines

National Airport, Washington, D. C.
Phone: RE 7-6830
A. M. Kozelman, Manager Sales Division
Services Offered: 1, 2, 3, 4, 5-B, 6-B, 7, 8-B, 9, 10

Cubana Airlines

625 Madison Avenue, New York, New York
Phone: PLaza 3-0515
O. D. Vilato, Division Manager
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8-A, 9, 10

Delta Air Lines

Atlanta Airport, Atlanta, Georgia
Phone: PO 1-6621
H. J. Salfen, Sales Promotion Manager
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8, 9, 10

Eastern Air Lines

10 Rockefeller Plaza, New York, New York

Phone: YU 6-4500
A. A. F. Murphy, Assistant Manager Agency Sales
Services Offered: 1, 2, 5-A&B, 6-A&B, 7, 8-A&B, 9, 10

Iberia Air Lines of Spain

338 Madison Avenue, New York, New York
Phone: MUrrayhill 7-6332
Jose San Gabriel, Passenger Sales Manager
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

KLM Royal Dutch Airlines

609 Fifth Avenue, New York 17, New York
Phone: PLaza 9-2400
Hans Fischer, Advertising Manager
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8-A, 9

National Airlines, Inc.

P. O. Box NAL, Airport Mail Facility, Miami 59, Florida
Phone: NEwton 8-6311, ext. 340
O. H. Hill, Director, Military & Convention Sales
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8, 9, 10

Northeast Airlines

Logan International Airport, Boston, Massachusetts
Phone: LO 7-8300
A. E. Rondeau, Group & Convention Manager
Services Offered: 1, 2, 3, 4, 5-B, 6-B, 7, 8-A, 9, 10

Northwest Airlines, Inc.

1885 University Avenue, St. Paul 1, Minnesota
Phone: MI 6-2966
Charles R. Hussey, Director Passenger Sales
Services Offered: 1, 2, 3, 4, 5-B, 6-B, 7, 8-B, 9, 10

Pan American World Airways System

28-19 Bridge Plaza North, Long Island City 1, New York
Phone: STillwell 6-5858, Ext. 885
P. M. Siefert, Manager Special Sales—U. S.
Services Offered: 1, 2, 3, 4, 5-A&B, 6-A, 7, 8-B, 9, 10

Sabena Belgian World Airways

720 Fifth Avenue, New York, New York
Phone: JUdson 6-1070
Jack Young
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Scandinavian Airlines System, Inc.

138-02 Queens Blvd. at Van Wyck Expressway, Jamaica 35, New York
Phone: OLympia 7-8000
Donald P. Jones, Commercial Sales Supervisor
Services Offered: 1, 2, 3, 4, 5-B, 6-A, 7, 8-B, 9, 10

Swiss Air Lines

10 West 49th St., New York, New York
Phone: PLaza 7-4433
Samuel Nadelmann, Passenger Manager
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Trans-Canada Air Lines

10th Floor—Terminal Centre Bldg., Montreal, Quebec, Canada
Phone: UN 6-5671
Mr. K. C. Burns, General Supervisor of Passenger Sales Planning
Services Offered: 1, 2, 3, 4, 5-A&B, 6-A, 7, 8, 9, 10

Trans Caribbean Airways

375 Park Avenue, New York 22, New York
Phone: MUrray Hill 8-4400
Herbert Keilson, Sales Manager
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8-B, 9, 10

Trans World Airlines, Inc.

380 Madison Avenue, New York 17, New York
Phone: Call nearest TWA office
Herb Lynn, Manager, Commercial Sales
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Western Airlines

P. O. Box 90005, Los Angeles 45, California
Phone: SPring 6-2345
Mrs. Betty Coroness, Manager Group Sales
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8-A, 9, 10

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